

1972-1973

CATALOG

First Edition



JONES COLLEGE



Main Campus

Washington Expressway
Jacksonville, Florida 32211
(904) 743-1122

Southwest Campus

2255 Phyllis Street
Jacksonville, Florida 32203
(904) 387-6448

Orlando Campus

1505 East Colonial Drive
Orlando, Florida 32803
(305) 241-1407

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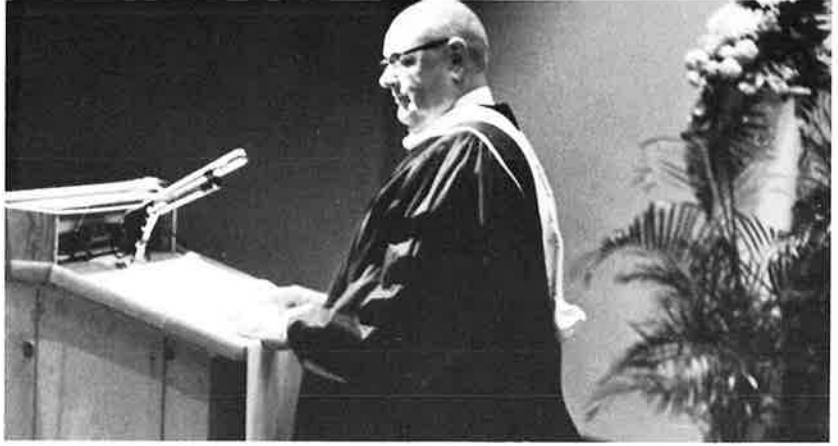
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ARLINGTON CAMPUS SCENES





AN INVITATION FROM THE PRESIDENT

The world in which we live is rapidly changing. The best of the challenging times ahead will go to those who are dynamically prepared to accept the opportunities of tomorrow. Jones College students learn the importance of active participation in society as well as how to prepare for the opportunities to come.

Today's college student tomorrow will guide the destiny of the world—perhaps that of the universe. Jones College is a contemporary college—correctly geared to forward-thinking, success-minded youth. New and modern instructional methods and concepts are daily practiced in the classroom. Positive innovations in instruction and techniques are encouraged.

We work enthusiastically to assist the student of serious intent. We are prepared to extend ourselves for the student who is hungry for learning, responsible in attitude, and aware that education is a precious asset.

If you are attracted to the excellent; if you are appreciative of the American way; then I invite you to consider Jones College, through this catalog, as the pathway to a full and productive life.

Jack H. Jones
President of the College



**A
CONTEMPORARY
COLLEGE**

STATEMENT OF PHILOSOPHY AND OBJECTIVES

The objective of Jones College is the development in each individual student of the knowledge, skills, and ethics consistent with responsible social and professional behavior.

It is the goal of the College to prepare the student for a rewarding life in a complex world, for further education, or for immediate employment upon graduation with personally satisfying opportunities for advancement and success.

The College will continue to be a strongly business-oriented institution, offering a wide selection of cultural subjects leading to the Bachelor of Science or Associate in Science Degree. Graduates of Jones College will find a wide range of exciting and challenging careers from which to choose.

To fulfill its objectives, Jones College has woven into its courses a sound core of general studies. The result is a program imparting to the student important specialized, as well as highly desirable cultural knowledge. Jones College students are exposed to the "why" as well as the "how" thus greatly expanding their capacity to contribute to the cultural growth, moral health, and financial prosperity of the communities in which they live and serve after graduation.

Continuous review and improvement of the curriculum, together with planned expansion of the physical facilities of the College, assure the objectives and philosophy of the College.



ARLINGTON CAMPUS

ACCREDITATION

Jones College, Jacksonville, is accredited by the Accrediting Commission for Business Schools as a Senior College of Business. Students may enroll in associate and/or baccalaureate degree programs.

During 1971 the Accrediting Commission approved the candidacy of the Orlando Campus as a four-year institution with similar degree-granting authority.

The Accrediting Commission for Business Schools has been designated as a nationally recognized professional accrediting agency by the United States Office of Education.

All campuses are listed as professional institutions of higher learning in the EDUCATION DIRECTORY, PART 3: HIGHER EDUCATION, published by the United States Office of Education.

Jones College is a non-profit, nonsectarian, coeducational institution, chartered by the State of Florida with authority to confer collegiate degrees. The College is a member of the Florida Association of Colleges and Universities and a member of the American Association of Junior Colleges. It is approved by the Florida State Approval Agency for Private Schools.



ARLINGTON CAMPUS



SOUTHWEST CAMPUS

HISTORY

Founded in Jacksonville in 1918 by Annie Harper Jones, the College had a modest beginning with fewer than 50 students. In the early years the program consisted primarily of specialized business training. Over the years the program has been steadily enriched. A solid growth in student attendance has been a natural development.

In 1947 the College was chartered by the State of Florida as a non-profit degree-granting institution. Under this charter the College is governed by a Board of Trustees; and all income in excess of operating expenses must be devoted to providing better housing, equipment and educational facilities. In 1953 a branch campus was established in Orlando, Florida, to serve the rapid growth of the Central Florida area. In 1970 a third campus was established in the southwest section of Jacksonville. Continued growth required the acquisition of larger facilities for the Orlando branch and a new modern campus was opened in January, 1972.

ABOUT THE JACKSONVILLE CAMPUSES

Location and Cultural Opportunities

The Arlington campus is located on the beautiful St. Johns River. Just a few miles away is one of the world's finest beaches on the Atlantic Ocean. Jacksonville offers both fresh and salt water recreation and the area is a fishing and boating paradise. Broad streams enter the St. Johns here and provide miles of waterfront. The modern Arlington Expressway (adjacent to the campus) puts fun, work and shopping within a few minutes of the college.

The temperate climate, characterized by short mild winters and long, relatively warm summers, boasts an average temperature of 67.8 degrees. Average seasonal range is from 54.7 in December to 80.2 in July.

Recreation

Recreational opportunities are limitless and outdoor sports are year 'round. The sports complex—consisting of the Coliseum, and the Gator Bowl seating seventy thousand—is famous for its annual New Year's Bowl Game and the traditional Georgia-Florida grid classic. Professional hockey, basketball, wrestling, and boxing share the 10,000-seat Jacksonville Coliseum with such bright attractions as the Ringling Brothers Barnum and Bailey Circus and spectacular ice shows.

The Arts

The Civic Auditorium features the finest of concerts, plays, and ballet. The Symphony Association presents five concerts a year. Jacksonville's youth orchestra is considered one of the best in the South. There are choral societies for both men and women and two fine theatre guild groups. The widely renowned Cummer Gallery of Art and the new Jacksonville Art Museum have permanent collections and also offer special exhibitions. Art classes are conducted by the Jacksonville Art Museum. The works of such outstanding artists as Titian, El Greco, Velazquez, Rubens, Winslow Homer, Goya, and Del Sarto are represented in the permanent collections.

Physical Plant and Facilities

Arlington

Jones College, Arlington in Jacksonville, is ideally located on the east bank of the St. Johns River. Situated in suburban Arlington, one of Jacksonville's most attractive residential areas, it provides immediate access to the downtown business area or to the ocean beaches. The quiet, campus atmosphere provides a desirable environment for study and learning.

The college tower was completed at a cost of over \$3 million. In addition to the college classrooms and residence halls, the consolidated living-learning building also houses the studios of college-owned radio stations WKTZ, WKTZ-FM and WFAM Educational FM. This beautiful twelve-story structure is completely air-conditioned. It provides students with residence facilities unequalled anywhere in the South for comfort, beautiful furnishings, spacious rooms, and everything necessary for gracious student living. A large swimming pool and patio recreation area are available for the enjoyment of resident students.

The lower floors are used for instructional and administrative purposes. The James V. Forrestal Library-Learning Center, the Student Center and the Student Lounges are provided for student use. Special conference rooms are available for group meetings of all kinds — Fraternities, Sororities, Student Government, clubs, etc. Automatic elevators provide convenient and safe transportation between the college classrooms and residence halls, which are located on the upper floors of the building. The ultimate planning of the college facilities has been directed toward achieving maximum convenience and comfort for the students while developing high-level efficiency in the operation of the college.

Jones College Arlington Campus residence halls are new and modern. Each unit contains an all-electric kitchen, comfortable living and sleeping quarters, private balcony terrace, and large picture windows. A cafeteria is operated in the Student Center.



A full-time Residence Director and a staff of competent resident assistants are available at all times to assist resident students in every way and to provide responsible supervision. A registered nurse is in residence and the college medical doctor is on 24-hour call.

Southwest Campus

The Southwest Campus is located in the southwest section of Jacksonville at the Stockton Street exit at Interstate Highway I-10. This facility was designed to serve commuting students primarily. Dormitory accommodations are not provided.

ABOUT THE ORLANDO BRANCH CAMPUS

Location and Cultural Opportunities

Orlando, the geographic center of Florida and the home of Walt Disney World, is the state's transportation hub. Six primary highways converge on the central city, and three major airlines make dozens of daily flights into Orlando. Appropriately described for many years as "The City Beautiful," Orlando, seat of Orange County in central Florida, is a dynamic, yet charming, metropolis that is richly endowed with an endless variety of beauty.

Despite its mushrooming population (850,000 projected for the Orlando Metro Area by 1973 as compared with 141,833 in 1950), the city retains its serene, suburban charm.

Walt Disney World — a new and larger edition the world-famous Disneyland of California, opened in 1971, is welcoming a million visitors each month. It is a continuing source of pleasure and entertainment to visiting students from both Jacksonville and Orlando. Disneyworld and the hundreds of businesses and facilities surrounding is employing many thousands of employees and is contributing substantially to the tremendous growth in the Orlando area.

The John F. Kennedy Space Center at Cape Kennedy, Florida, is within 40 miles of Orlando and within easy driving distance of Jacksonville. Frequent visits to the Space Center are made by students of both the Jacksonville and Orlando schools.

Orlando has an ideal climate, with an average annual temperature of 72 degrees and is strategically located in the heart of the state.



JOHN W. STEINEMANN, Director, Orlando Campus



ORLANDO CAMPUS SCENES

Orlando Campus

Physical Plant and Facilities

The new Orlando Campus of Jones College is located in a new business center of the city adjacent to a fine residential area and only 1½ blocks from the junction of U.S. Highways 17 and 92 and Florida Highway 50. These highways are main arteries to Orlando from the North or South and East or West.

Tropically landscaped grounds, sizable parking areas, and an attractive modern building make this campus one of Florida's finest.

All areas of the two story building are completely weather conditioned for summer and winter. The classrooms are equipped with functionally modern furniture to insure the best in classroom comfort.

With facilities for 1000 students and an outstanding faculty devoted to the education of young people, the Orlando Campus offers many advantages to students in the areas of employment preparation and career potential.

There are no dormitory facilities at the Orlando Campus. Students from out of town or out of state must secure their own residence facilities; however, the college will assist students in finding suitable accommodations. If on campus residence facilities are required, it is recommended that the student attend at the Jacksonville Campus.



JOHN SPENCER, Dean, Orlando Campus



**STUDENT
LIFE**

STUDENT LIFE

Life on the college campus has many facets. The student's education, in the broadest sense, is achieved not only through his work in the classroom; it is genuinely the result of all the activities that comprise his life while attending college. Rightly used, all campus activities contribute toward the maturation and cultural development of the student; toward developing his understanding of himself and of the world in which he lives.

All the activities described in this section apply to the Arlington Campus. Many also apply to the Orlando branch campus; but because of the smaller Orlando student body, some of the activities are not possible there.

The college provides many resources for meetings of the campus community. From the formal conference room to the informal student lounges, facilities are available to students, faculty, and alumni. The game and music rooms, snack bar in the Student Center, TV lounge, conference rooms, and poolside patio, are also popular student gathering places.



Social activities vary from year to year according to the inclination of the students. Sponsored by various student organizations, events such as dances, hayrides, car rallies, field trips and fashion shows are numerous.

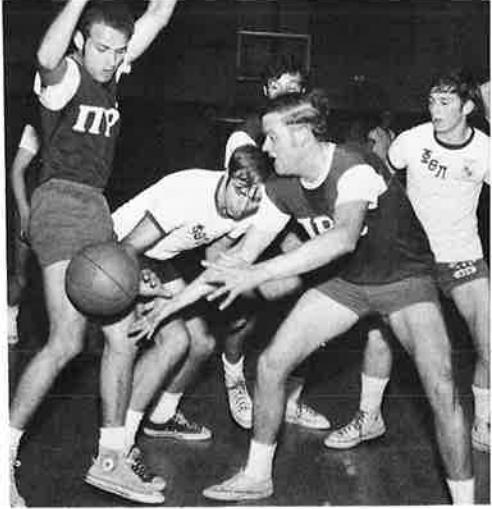
The most inclusive of all campus organizations is the Student Government, to which every student automatically belongs. Student Government Officers are elected annually by the students. Meeting weekly, these student leaders seek to fulfill the Student Government objectives of promoting the general college welfare, serving the students' best interests, and helping to create a lively college spirit.

The college has only a limited number of specific rules for the purpose of regulating campus life. The basic assumption is made that college students do not need to be told in detail how to conduct themselves. Such regulations as have been adopted are set forth in the Student Handbook, and College Catalog.

The orientation program each quarter is important to all new students—freshmen and transfers. These sessions deal with both academic and extra-curricular matters. Student government, campus organizations, and honors are carefully described. New students are also given practical advice on study habits, the budgeting of time, and other matters of common concern. The student's academic program is outlined at this time. The faculty has access to the student's total record and is prepared to counsel with him on personal or academic problems at any time. The student is expected to establish a continuing relationship with the faculty and especially with his faculty adviser.

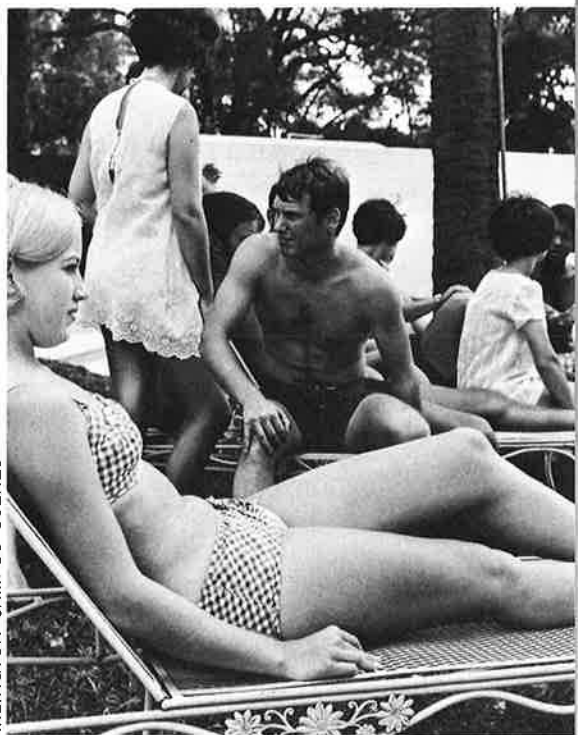
Through the college's long tradition of close student-faculty relationships, the student will find ample opportunity to become well acquainted with both the Dean and his classroom instructors. Most classes are groups of 15 to 35 students. Faculty members have regular hours, and the student should seek a conference with his instructor when he feels the need for additional guidance.

Male students who show outstanding qualities of leadership, character, and scholarship can be nominated for membership in Upsilon Nu, local chapter of Phi Beta Lambda; Kappa Lambda, local chapter of Phi Theta Pi, or in Omega Nu, local chapter of Pi Rho Zeta, three national honor fraternities of highest rank. Community and campus projects, many social events, a wide range of athletics, and other fraternal activities provide a full calendar for the membership.



ARLINGTON CAMPUS SCENES





ARLINGTON CAMPUS SCENES

The sister organization of Phi Theta Pi is Alpha Iota Sorority. Like the fraternity, Alpha Iota is also a national honor society composed of young women who have met its high standards. One of the highest honors that a young woman student can receive at Jones College is a sorority membership. The sorority has a full program of civic, campus and social activities.

Kappa Sigma Beta and Kappa Tau Upsilon social fraternity and sorority head up the list of other campus organizations that provide similar opportunities for service projects and activities for students who share the same interests.



ARLINGTON CAMPUS



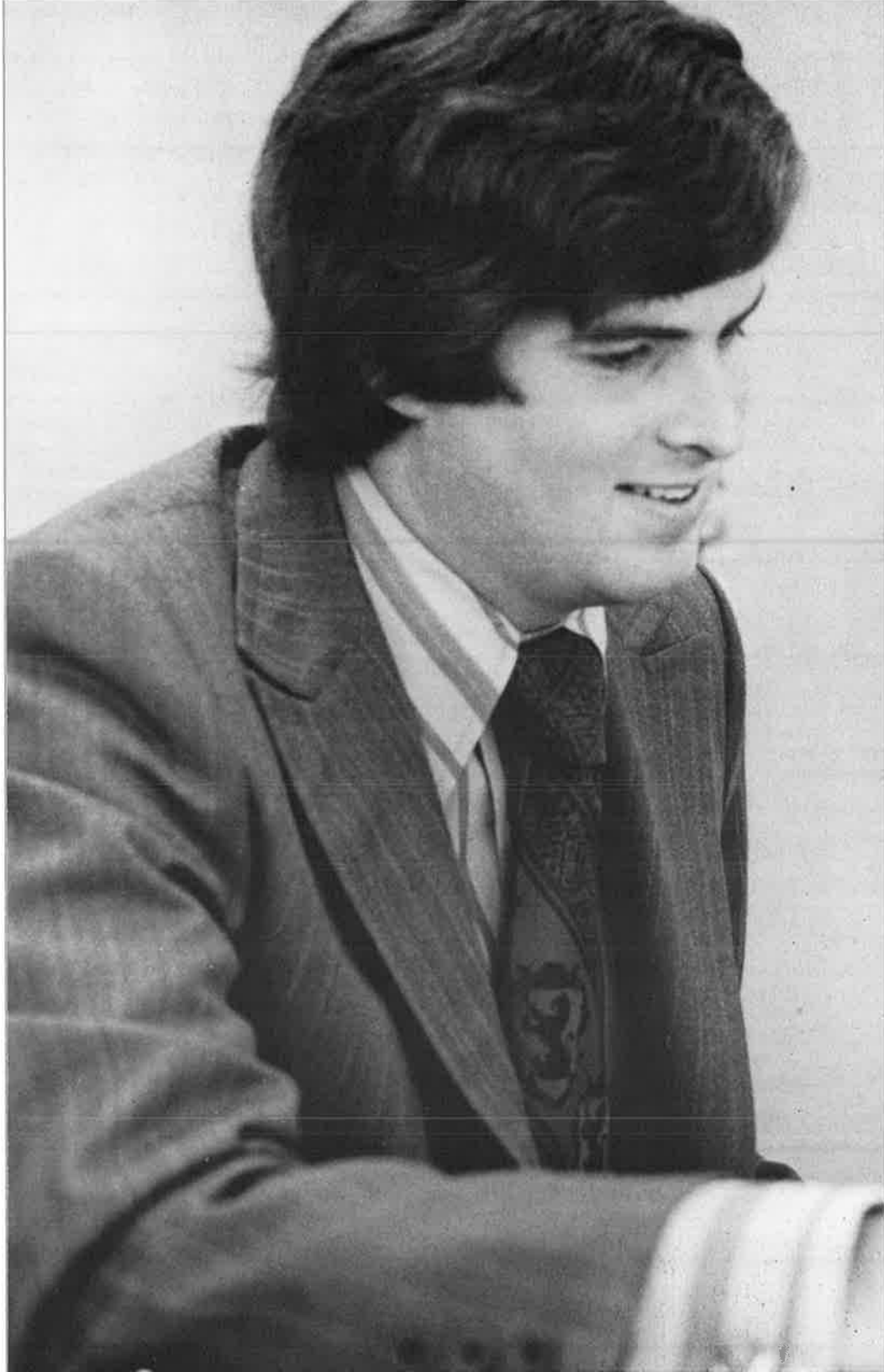
SOCIAL AFFAIRS, ACTIVITIES, AND ATHLETICS

Participation in class activities, work in the Student Government, newspaper, year book, and membership in the various student organizations are encouraged.

Sports enthusiasts in the student body have a variety of choices in athletic competition. A complete intramural athletic program, under a student intramural board attracts enough interest to field a league of teams in volleyball, flag football, basketball and softball. Other popular sports activities include surfing, skating, bowling, water skiing, riding, etc. Informal beach swim and surfing parties are regular events.



**ADMISSIONS
AND
FINANCIAL
INFORMATION**



ADMISSION FROM SECONDARY SCHOOLS

Graduation from high school or its equivalent is a prerequisite for admission to Jones College. Admission is based on a "rolling" admission policy. To expect favorable consideration, the applicant should possess a successful high school record as well as strength and maturity of character. **The Admissions Committee relies heavily upon the High School Guidance Counselor's recommendations.** The recommendation of the Guidance Counselor is always considered to be the most important factor. SAT or ACT is recommended but not required.

Qualified applicants will be considered for acceptance prior to secondary school graduation. Applicants, with the approval of their secondary school, may submit their record through the junior year, based on the assumption that the senior year performance will be similar in quality to that of the first three years of secondary school. If available, a partial transcript of senior year progress is desirable.

The applicant is usually informed of his acceptance within three weeks after the application is received or within ten days of the date all required information is received.

ADMISSION FROM OTHER COLLEGES

Jones College accepts applications from students who wish to transfer from other colleges. For favorable consideration, the transfer applicant should have completed all courses he wishes to transfer for credit with a minimum grade average of 2.0. Acceptance for credit of work completed at other colleges will be at the discretion of the Registrar with regard to subject compatibility with the Jones College program.

No transfer of credit is offered for work completed with a grade of D or for work not on the college level. No credit will be granted for courses taken by correspondence, and not more than 30 credits will be allowed for extension courses.

FOREIGN STUDENTS

When foreign students apply for admission, official transcripts of completed secondary and college credits are required with notarized translation. These transcripts must include specific dates of school attendance, courses taken during each year of attendance, and

grades received for each course. Satisfactory evidence of successful mastery and command of the English language is required for all foreign students. All records should be submitted at the time of application. They must be evaluated by the Admissions Committee and the student accepted before Form I-20 (Immigration Certificate of Acceptance) is sent to the applicant. With these exceptions the conditions for admission of foreign students are identical with those for American students.

G.I. BILL OF RIGHTS

Jones College is approved for training under the G.I. Bill of Rights. Students are enrolled on a credit hour basis in day or evening classes. Students attending two evenings a week qualify for three quarter time training allowance under the Act. Academically qualified veteran evening students may add Saturday morning classes and receive full-time benefits from the VA. Veterans attending under the G.I. Bill are permitted to pay quarterly in arrears in three monthly payments as they receive their checks from the Veteran's Administration.

A special bulletin for prospective veteran students is available upon request.

APPLICATION PROCEDURE

To apply for admission to Jones College, current high school students must complete the Application for Admission Form and submit it to the college with an application fee of \$10, which is paid only once and is non-refundable. Two small photographs of the applicant and a high school transcript of work completed through date of application, if available, are also required. If the transcript is not available at the time of application, the college will correspond with the high school. High school officials should be requested to supply the information requested of them on the application form. High school graduates will mail their applications directly to the college.

Applications should be submitted as early in the senior high school year as possible. Applicants will receive notification of action taken as their application folders are completed (usually three weeks).

Upon notice of acceptance, all students are required to pay a \$50 Registration Fee. In Jacksonville, all women students and those men students under 21 years of age are required to live on campus if their homes are not within commuting distance. Men students, age

21 and older, may elect to live on campus if residence space is available. A \$10 Residence Reservation Fee is required of all resident students. In the case of a commuting student, no provision for housing is necessary.

In Jacksonville and Orlando, two hundred dollars is payable within 60 days after acceptance for those who are accepted between September 1 and March 30 — **or within 30 days after** acceptance for those who are accepted between April 1 and July 1.

The balance of the first year's tuition, and full first year's residence fees are due by August 1 for those registering for the Fall Term. If special acceptance for the Fall Term is granted after July 1, then all fees for the year are due on August 1. First year fees for late registrants are due before entry. Students registering for Winter, Spring, or Summer Terms are given a date 30-60 days prior to their date of entry to make their financial arrangements as outlined above.

After the first student registers, \$80 family reduction per school year (3 quarters) is allowed to each student from the same immediate family.

TUITION AND FEES

(SEE ENCLOSED SUPPLEMENTARY RATE SHEET)

All financial obligations must be fulfilled as stated in the "application procedure" section of the catalog. Students are admitted with the understanding that they will remain the full academic year, unless otherwise specified at the time of entrance.

Students will not be given credit for work done, will not receive honorable dismissal, or a transcript of credit, or be permitted to graduate, until all college bills are paid.

Students will be accepted any quarter for a period of a full academic year of three quarters.

REGULATIONS REGARDING REFUNDS OF TUITION

The operating budget of the college provides for the engagement of faculty, operating expenses, and other annual provisions for management and physical facilities. The College anticipates its budget upon the collection of fees for the full academic year from all accepted students, and for this reason students are accepted for not less than a full academic year of three quarters. The withdrawal of a student does not decrease the expenses of the College to any substantial extent; therefore, refunds or adjustments are made only under the following regulations:

1. FAILURE TO ENTER—If an accepted student does not enter classes, the full amount of prepaid tuition and residence charges will be refunded.

2. WITHDRAWAL—No withdrawal will be considered effective unless the student has notified the Dean or the Registrar of such withdrawal by means of a personal interview prior to or upon the date of withdrawal from classes.

Tuition charges are made for a minimum of one school year (3 school quarters). After entrance, refunds of tuition charges may be made upon written application to the College. Application and Registration fees are not refundable.

Refunds of tuition charges will be made as follows:
Withdrawal within:

First week of attendance	85%
First nine weeks of classes	55%
Second nine weeks of classes	30%
Thereafter, charges are not refundable.	

3. DISMISSAL—Refunds will not be made in cases of suspension or dismissal of the student by the College for disciplinary causes.

FINANCIAL AID PROGRAM

Jones College makes every effort to assist those students who need financial aid to locate financing to complete their college programs. Included here are highlights on the various forms of loans, scholarships, grants, and part-time work opportunities available.

FEDERAL AID PROGRAMS

National Defense Student Loans

Students needing financial assistance may borrow up to \$1,000 per academic year under this program. Payments begin ten months after the student completes his studies and may be extended over a 10-year period. Repayment may be deferred up to three years during service in Peace Corps, VISTA, or the Armed Forces and may be deferred as long as the borrower carries at least a half-time academic load at an institution of higher learning.

Educational Opportunity Grants

This program is for students who would be unable to attend college without the aid of grants. Grants ranging from \$200 to \$1,000 per academic year are available for each of a student's four under-graduate years, depending on the student's need.

Work-Study Program

Preference is given to students from low income families who need employment to help pay college expenses. Students work up to an average of 15 hours a week at jobs on campus while attending classes as full-time students.

Guaranteed Student Loans

All students are eligible for loans under this program. A student may borrow up to \$1,500 per academic year. Repayment of the loan begins nine months after leaving school, but may be deferred during periods of service in the Armed Forces, Peace Corps, or VISTA. Federal interest subsidies are available to students from families with an annual adjusted gross income of not more than \$15,000.

OTHER SOURCES OF AID

State Guaranteed Loan Plans

State guaranteed educational loan plans are available in most states. Application forms and information are available at most banks.

Monthly Payment Plan

This plan enables the student to extend payment of tuition and fees on a monthly basis to cover the time he plans to attend.

Jones College Financial Grants

A limited number of grants are awarded on the basis of extreme financial need and evidence of ability to succeed in college-level work.

Jones College Work Grants

A limited number of grants are available in return for the performance of campus duties at the student residence halls, library, grounds, and various offices. These opportunities are usually reserved for upperclassmen. Students wishing to apply for Work Grants should contact the Director of Financial Aid at the college.



SOUTHWEST CAMPUS



ARLINGTON CAMPUS

SUGGESTIONS FOR AID APPLICANTS

1. Applicants seeking financial aid should first, study the annual expenses at Jones College; second, ask their high school guidance counselors about local funds available; third, contact the Jones College Director of Financial Aid for details and application forms.

2. Applicants are not considered for participation in the college financial aid program until they have been accepted for admission to Jones College and have paid their registration fees.

3. Students must be in good standing to be eligible for continued financial aid.

4. A parent's confidential financial statement is required for most types of aid.

5. When a student submits an application for financial assistance it is analyzed by the Director of Financial Aid and a plan is recommended to the student, which appears to the Director of Financial Aid to be the best possible arrangement for that individual. This may include a combination of more than one type of aid. The student reviews the plan and indicates his acceptance of it before any commitment is made.

SCHOLARSHIP AID FOR JONES COLLEGE STUDENTS

1. Contact the Jones College Director of Financial Aid for details and application forms.
2. Applicants are not approved for participation in the college financial aid program until they have been accepted for admission to Jones College and have paid their registration fees.

Achievement Scholarship

Tuition credits of \$100 are awarded annually to the highest ranking students in the Freshman, Sophomore, and Junior classes.

Josephine Forrestal Scholarship

A \$100 tuition credit is awarded annually on the basis of scholastic aptitude, need, and college citizenship.

Joe Harper Scholarships

A \$100 tuition credit is awarded annually on the basis of scholastic aptitude, need, and college citizenship.

A \$100 tuition credit is awarded annually to a Junior Class member on the basis of self-growth and contribution to the college.



ARLINGTON CAMPUS



GENERAL INFORMATION

ACADEMIC

Counseling and Placement

All new students are given a complete battery of aptitude, ability tests, and special knowledge tests for advanced standing.

The Iowa Silent Reading Test is administered to all students as a part of the regular entrance testing. Students testing below the 12th grade reading level will be required to participate in a reading improvement course. If necessary this course will be in addition to the required and elective subjects included in the program for which the student has enrolled.

Definition of a Quarter Hour Credit

A quarter hour credit is equivalent to approximately twelve class hours of instruction with appropriate homework and study. Laboratory subjects having a disproportionate ratio of instruction to practice work require from sixteen to twenty-four class hours for one quarter hour credit, depending upon the particular circumstance.

Class Standing

The total successfully completed credit hours determine class standing as follows:

Freshmen	1- 46
Sophomore	47- 92
Junior	93-138
Senior	Above 138

Grading

A letter grading system is used which includes the following grades:

- A Excellent (93-100)
- B Above Average (83-92)
- C Average (73-82)
- D Unsatisfactory, but not failing (65-72)
- F Failure (Below 65)
- I Incomplete
- FC Dropped for Disciplinary reasons
- WF Voluntary Withdrawal with failing grade in sixth week of term or later.
- WP Voluntary Withdrawal with passing grade in eighth week of term or later.
- WO Voluntary Withdrawal with failing grade in fifth week of term or earlier.
- WX Voluntary Withdrawal with passing grade in seventh week of term or earlier.
- EX Exemption in Areas I, II to maximum of eight hours credit
- EO Exemption in Areas I, II above eight hours credit (to waive course requirement)
- TR Transfer Credit for specific Jones College courses

Reports of grades and progress are made to students and to parents or guardians of minors at the end of every quarter. More frequent reports may be obtained on request.

Dean's List

A student enrolled in a minimum of ten credit hours and who earns at least a 3.5 quality point average overall is eligible for the Dean's List, which is an honor list published each quarter.

Attendance Requirements

Day classes are scheduled between 8 a.m. and 4 p.m. Monday through Friday except Friday classes which end at 1:30 p.m. Evening classes are 5:45-10:15 p.m., Monday through Thursday. Evening College students may also attend Saturday morning classes upon approval by the Dean. Students attending under the "Work-Study Program" may, if necessary, be scheduled for a minimum class load in order to permit employment. Students must have the prior approval of the Dean for schedules of more than 18 credit hours. The College is in session throughout the year on a quarterly basis except for holidays and vacations as shown in the College calendar. The summer quarter is optional, but full class offerings are available for the many students who choose to attend.

Students are required to attend each class session unless conditions over which they have no control prevent their being present. Unexcused absence will result in a lowered achievement rating and an undesirable record. Excessive absences, excused or unexcused, may cause the student to be dropped from that subject in which the absences occur.

Degree Program Planning

Students should carefully select the major that will best prepare them for their career goal. High school guidance counselors, family, and Jones College counselors can aid immeasurably in this choice. Jones College faculty advisers will then counsel students each term to carefully interpret achievement and to recommend courses that will effect progress in the degree program. It is noted, however, that the student is responsible for his own program and for any delay in completing graduation requirements resulting from course selections other than those recommended each term.

Graduation Requirements

Students must make application to be considered for graduation to the Registrar prior to the end of the term preceding their final term. To qualify for graduation, a student must complete the prescribed course of study with a "C" average or better. Students with a passing grade average below "C" may graduate only upon the recommendation of the Academic Standards Committee.

A minimum grade of "B" in Communications I, II, and English Mechanics is required of students majoring in secretarial areas. In addition, if the course of study includes any of the following subjects, the skill requirements set forth below must be met:

Shorthand IV	120	w.a.m.
Typewriting II	45	w.a.m.
Typewriting III	55	w.a.m.
Typewriting IV	65	w.a.m.

Graduation With Honors

Students who graduate with the following quality point averages are entitled to the appropriate honors: 3.25-3.49, cum laude; 3.50-3.74, magna cum laude; 3.75 and above, summa cum laude.

Honors are computed for students who have earned the requisite credits for graduation.

Commencement

Commencement exercises are held in June of each year and attendance is a requisite for graduation. Members of the class, garbed in traditional cap and gown, receive their degrees and recognition for their honor achievements. Outstanding leaders in the fields of education, business, or government are invited to participate in commencement exercises.

A fee of \$20 is payable for each candidate for graduation at the beginning of his final quarter. This fee covers closing out of the academic records, the degree, commencement program, and invitations. This fee is due of all students regardless of whether they are granted permission to be graduated in absentia.

Transfer of Credits to Other Colleges

Jones College credits are accepted by many other colleges and apply toward a bachelor's degree. No guarantee of transfer is offered by the College, however, inasmuch as all colleges reserve the right to accept or reject any applicant. Students anticipating transfer should discuss their plans with the Dean or the Registrar of the college to which credit is to be transferred. All transfer of credit is dependent upon the policies of the school to which application for transfer is made.

PROCEDURAL

Regulations Governing Student Conduct

All students will be held responsible for conforming to the laws of the Nation and State and for behaving in a manner consistent with the best interests of the College and of the student body.

The College reserves the right to suspend or dismiss from the College, any student at any time when such action is deemed by the Administration to be in the best interest of the student, the student body, or the College, and to do so without setting forth the cause for such action.

All students must comply with the Jones College Code of Conduct.

CODE OF CONDUCT

“As Jones College students, we will respect morality, order and the rights of others. We will do our best to represent favorably our college and its tradition in our personal and academic activities.”

Student Dress

Young men students are required to wear dress shirts that button down the front, socks, and business slacks to all classes. Ties and jackets are recommended but not required. Shoe should be of dark color in quiet taste. Hair must be neatly styled above the collar. Sideburns must be thinned and no longer than the mouth with minimum chops. Beards are not allowed. Mustaches are permitted on the upper lip only if neatly trimmed.

Young lady students are required to dress conservatively, as required in a business office. Pants suits are approved for classroom wear.

MISCELLANEOUS

Bookstore

Books and supplies may be purchased at the college bookstore. Book purchases will be necessary at the beginning of each school quarter. The cost of books may be reduced through the purchase of used books when available.



ARLINGTON CAMPUS

Insurance for Personal Belongings

The college does not carry insurance on students' personal possessions and is not responsible for loss or damage from any cause. Students should arrange for adequate coverage on existing policies or make arrangements for insurance locally upon arrival.

The college does not maintain facilities for safekeeping of money or valuables. Banks located a few blocks off campus have such services available.

Placement Service

The College maintains a Placement Service for the benefit of in-school students, graduates and non-graduate alumni. Alumni are urged to maintain contact with the college Placement Office so that they may take advantage of the many desirable positions that are available with progressive employers throughout the year.

Many students work part-time while attending school, either under the College Work-Study Program or off-campus.

Complete academic and employment records of each student are available to assist the prospective employer or alumnus.



RICHARD SALTER, Dean, Arlington Campus

CURRICULUM



JUNIOR AND SENIOR COLLEGE PROGRAMS

The Associate in Science degree programs may be pursued either as terminal programs for those wishing employment on completion or as transfer programs for those desiring to continue their education in the Senior College Division.

THE BACHELOR OF SCIENCE DEGREE PROGRAM

To qualify for the Bachelor of Science Degree students are required to accomplish the following:

1. Complete minimum of 186 quarter hours of acceptable work, of which at least the full senior year's credit requirements must be taken at Jones College.
2. Earn required credit in Areas I, II, III, and IV or as specified.
3. Maintain a general grade average of "C" or higher (a point average of at least 2.0 calculated only on credits earned at Jones College). This requirement may be relaxed by the faculty academic standards committee for good cause and upon such conditions as the committee may fix.
4. Pass final examinations in all courses.
5. Abide by all college rules and regulations. Maintain a creditable attendance and deportment record and settle all financial obligations to the College prior to graduation.
6. Complete one term (six hours per week) professional internship for academic evaluation.
7. Participate in the College commencement exercises next following completion of all course requirements.

BACHELOR DEGREE PROGRAM

Total Quarter Hour Requirements

	Quarter Hours
Area I Core	30
Area II Major	70
Area III General Studies	68
Area IV Free Electives	18
Minimum Total	186

Area I—Core—Required for all programs 26 Quarter Hours

Course Numbers	Course	Date Completed	Grade	Quarter Hours
ACC 111	Principles of Accounting I	_____	_____	4
COM 133	Business English	_____	_____	4
ECN 241	Principles of Economics I	_____	_____	4
MAT 191	College Mathematics	_____	_____	4
MCH 161	Business Machines I	_____	_____	2
MGT 124	Business Law I	_____	_____	4
MGT 125	Business Law II	_____	_____	4
SEC 172	Typewriting I	_____	_____	4
				30

Area II—Major 70 Quarter Hours

Accounting Major

Course Numbers	Course	Date Completed	Grade	Quarter Hours
ACC 010	Internship	_____	_____	0
ACC 112	Principles of Accounting II	_____	_____	4
ACC 213	Principles of Accounting III	_____	_____	4
ACC 214	Principles of Cost Accounting	_____	_____	4
ACC 216	Intermediate Accounting I	_____	_____	4
ACC 217	Intermediate Accounting II	_____	_____	4
ACC 219	Federal Taxation	_____	_____	4
ACC 319	Federal Taxation, Advanced	_____	_____	4
ACC 411	Survey of Governmental Accounting	_____	_____	2
ACC 415	Advanced Accounting	_____	_____	4
ACC 417	Auditing	_____	_____	4
ACC 419	Accounting Senior Research	_____	_____	2
DPG 183	Business Data Processing	_____	_____	4
DPG 185	Computer Concepts	_____	_____	4
ECN 344	Money and Banking	_____	_____	4
ECN 442	Financial Management	_____	_____	4
MAT 192	College Mathematics—Advanced	_____	_____	4
MCH 162	Business Machines II	_____	_____	2
MGT 122	Principles of Management	_____	_____	4
MGT 227	Credits & Collections	_____	_____	4
				70

Broadcast Management Major

(Offered in Jacksonville only)

Course Numbers	Course	Date Completed	Grade	Quarter Hours
ACC 112	Principles of Accounting II	_____	_____	4
BRD 050	Internship, WJCR	_____	_____	0
BRD 150	Introduction to Broadcasting	_____	_____	4
BRD 156	Fundamentals of Broadcast Announcing I	_____	_____	4
BRD 157	Fundamentals of Broadcast Announcing II	_____	_____	4
BRD 251	Radio & TV Station Operation	_____	_____	4
BRD 253	Studio Productions	_____	_____	4
BRD 254	Communications Law	_____	_____	4
BRD 255	Government Regulations of Broadcasting	_____	_____	4
BRD 257	Advertising, Media	_____	_____	4
BRD 351	Market & Program Research	_____	_____	4
BRD 450	Issues & Problems	_____	_____	4
BRD 455	Broadcast Management Senior Research	_____	_____	2
COM 336	Journalism	_____	_____	4
COM 339	Discussion and Conference Techniques	_____	_____	4
HUM 240	Contemporary Music	_____	_____	4
MGT 122	Principles of Management	_____	_____	4
MGT 223	Sales Management	_____	_____	4
MGT 224	Advertising Management	_____	_____	4
				<hr/> 70

Data Processing Major

Course Numbers	Course	Date Completed	Grade	Quarter Hours
ACC 112	Principles of Accounting II	_____	_____	4
ACC 213	Principles of Accounting III	_____	_____	4
DPG 080	Internship	_____	_____	0
DPG 181	Key Punch I	_____	_____	2
DPG 183	Business Data Processing	_____	_____	4
DPG 184	Automated Data Processing	_____	_____	4
DPG 185	Computer Concepts	_____	_____	4
DPG 188	Computer Programming I (RPG)	_____	_____	4
DPG 282	Disk Systems Applications	_____	_____	4
DPG 284	Computer Programming II (COBOL)	_____	_____	4
DPG 285	Computer Programming III (Advanced COBOL)	_____	_____	4
DPG 286	Computer Programming IV (FORTRAN)	_____	_____	4
DPG 287	Systems and Procedures	_____	_____	4
DPG 388	Management Information Systems	_____	_____	4
DPG 482	Operating Systems	_____	_____	2
DPG 483	Business Data Processing, Advanced	_____	_____	4
DPG 485	Data Processing Senior Research	_____	_____	2
ECN 442	Financial Management	_____	_____	4
MAT 192	College Mathematics—Advanced	_____	_____	4

Data Processing Major (Continued)

Course Numbers	Course	Date Completed	Grade	Quarter Hours
MGT 122	Principles of Management	_____	_____	4
				<hr style="width: 100%; border: 0.5px solid black;"/>
				70

Management Major

ACC 112	Principles of Accounting II	_____	_____	4
ACC 213	Principles of Accounting III	_____	_____	4
ACC 219	Federal Taxation	_____	_____	4
DPG 180	Automation Fundamentals	_____	_____	4
ECN 344	Money and Banking	_____	_____	4
ECN 442	Financial Management	_____	_____	4
MAT 192	College Mathematics—Advanced	_____	_____	4
MGT 020	Internship	_____	_____	0
MGT 121	Introduction to Business	_____	_____	4
MGT 122	Principles of Management	_____	_____	4
MGT 221	Office Management	_____	_____	4
MGT 223	Sales Management	_____	_____	4
MGT 224	Advertising Management	_____	_____	4
MGT 227	Credits and Collections	_____	_____	4
MGT 321	Personnel Management	_____	_____	4
MGT 421	Labor Relations	_____	_____	4
MGT 423	Business Policy and Administration	_____	_____	4
MGT 425	Management Senior Research	_____	_____	2
PSY 241	Applied Psychology	_____	_____	4
				<hr style="width: 100%; border: 0.5px solid black;"/>
				70

Secretarial Administration Major

ACC 215	Clerical Payroll	_____	_____	2
COM 133	Business English	_____	_____	4
COM 339	Discussion and Conference Techniques	_____	_____	4
DPG 180	Automation Fundamentals	_____	_____	4
MCH 162	Business Machines II	_____	_____	2
MGT 121	Introduction to Business	_____	_____	4
MGT 221	Office Management	_____	_____	4
MGT 321	Personnel Management	_____	_____	4
SEC 070	Internship	_____	_____	0
SEC 171	Shorthand I	_____	_____	6
SEC 173	Typewriting II	_____	_____	4
SEC 175	Filing and Indexing	_____	_____	2
SEC 270	Typewriting III	_____	_____	2
SEC 271	Typewriting IV	_____	_____	2
SEC 272	Shorthand II	_____	_____	6
SEC 273	Shorthand III	_____	_____	6
SEC 274	Shorthand IV	_____	_____	6
SEC 277	Secretarial Science	_____	_____	4
SEC 280	Machine Transcription	_____	_____	2
SEC 475	Secretarial Senior Research	_____	_____	2
				<hr style="width: 100%; border: 0.5px solid black;"/>
				70

Marketing Major

Course Numbers	Course	Date Completed	Grade	Quarter Hours
ACC 112	Principles of Accounting II	_____	_____	4
ACC 213	Principles of Accounting III	_____	_____	4
DPG 180	Automation Fundamentals	_____	_____	4
ECN 442	Financial Management	_____	_____	4
MAT 192	College Mathematics Advanced	_____	_____	4
MGT 121	Introduction to Business	_____	_____	4
MGT 122	Principles of Management	_____	_____	4
MGT 221	Office Management	_____	_____	4
MGT 223	Sales Management	_____	_____	4
MGT 224	Advertising Management	_____	_____	4
MKG 020	Internship	_____	_____	0
MKG 123	Principles of Salesmanship	_____	_____	4
MKG 124	Principles of Advertising	_____	_____	4
MKG 225	Principles of Marketing	_____	_____	4
MKG 228	Consumer Behavior	_____	_____	4
MKG 326	Retailing Management	_____	_____	4
MKG 329	Marketing Management	_____	_____	4
MKG 425	Marketing Senior Research	_____	_____	2
MKG 426	Marketing Research	_____	_____	4
				70



ARLINGTON CAMPUS

Area III—General Studies

68 Quarter Hours

In addition to the 8 quarter hours of general education included in Area I, 68 additional quarter hours (a total of 76) are required from the following courses:

COMMUNICATIONS

COM	130	English Mechanics
COM	135	Speaking I, Effective
COM	136	Speaking II, Effective
COM	231	English Composition I
COM	232	English Composition II
COM	233	Report Writing
COM	235	Literature, Introduction to
COM	236	Literature, Twentieth Century
COM	237	Introduction to Drama
COM	238	Introduction to Poetry
COM	239	Introduction to Fiction
COM	330	Rhetoric
COM	331	American Novel
COM	336	Journalism
COM	339	Discussion & Conference Technique
COM	430	Honors Seminar
SPN	131	Spanish I
SPN	132	Spanish II
FRN	131	French I
FRN	132	French II

MATHEMATICS

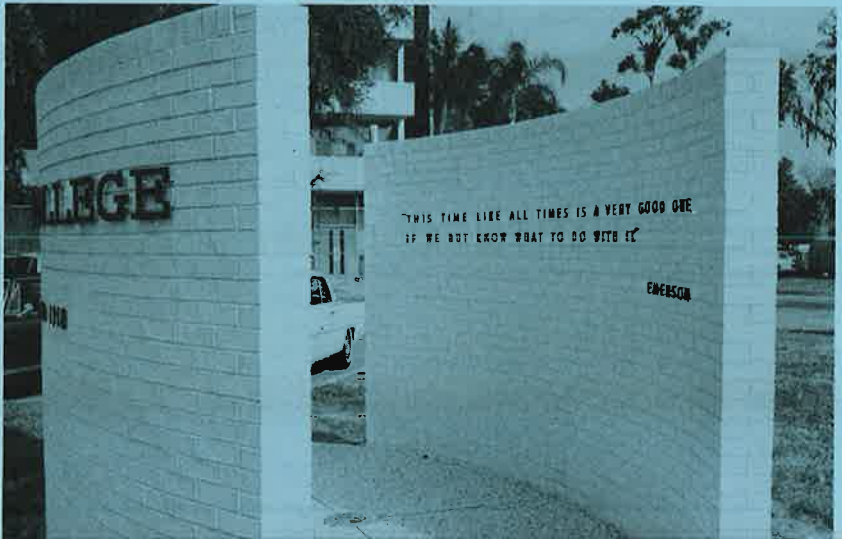
MAT	291	Algebra
MAT	391	Statistics I
MAT	392	Statistics II
MAT	491	Mathematical Analysis

SCIENCE

SCI	291	Biology, Flora
SCI	292	Biology, Fauna
SCI	295	Anatomy and Physiology

SOCIAL SCIENCE

APY	241	Cultural Anthropology
ECN	240	Economics History
ECN	242	Economics II, Principles of
ECN	243	Economics III, Principles of
HIS	241	History, American
HIS	242	History, Modern
HIS	244	Political Science
HUM	240	Music, Contemporary
HUM	241	Humanities I
HUM	242	Humanities II
HUM	343	Philosophy
HUM	445	Ethics
HUM	447	Logic
GPY	244	Cultural Geography
PSY	240	Psychology, General
PSY	241	Psychology, Child
SOC	245	Sociology, Introduction to
SOC	246	Family, The
SOC	447	Community Service



Area III—General Studies (Continued)

Course Numbers	Course	Date Completed	Grade	Quarter Hours
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

Area IV—Free Electives

18 Quarter Hours

Free electives may be selected from the synopses of courses beginning on page 52. Electives may be specialized or general studies.

_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

NOTE: Any specific course requirements in any area may be changed or waived by the dean of the college or appropriate faculty committee upon written request and for reasonable cause. The total hours specified in each area and the degree program total are the minimum requirements for the baccalaureate degree.

THE ASSOCIATE IN SCIENCE DEGREE PROGRAM

To maintain satisfactory status leading to graduation, all students must complete the following requirements:

1. Complete a minimum of 108 quarter hours of acceptable work, at least one-half of which, including the last three quarters' credit requirements, must be taken at Jones College.
2. Earn required credit in Areas I, II, and III.
3. Maintain a general grade average of "C" or higher. This requirement may be relaxed by a faculty committee on examinations for good cause and upon such conditions as the Committee may fix.
4. Abide by all college rules and regulations. Maintain a creditable attendance and deportment record and settle all financial obligations to the College prior to graduation.
5. Participate in College Commencement exercises next following completion of all graduation requirements.
6. Although all curricula are outlined by areas, it is not necessary that one area be completed before another. Student schedules usually include courses from at least two areas each quarter, assigned in logical sequence.

Area I—Required for All Programs

22 Quarter Hours

Course Numbers	Course	Date Completed	Grade	Quarter Hours
ACC 111	Principles of Accounting I	_____	_____	4
COM 130	English Mechanics	_____	_____	4
COM 133	Business English	_____	_____	4
MAT 191	College Mathematics	_____	_____	4
MCH 161	Business Machines I	_____	_____	2
SEC 172	Typewriting I	_____	_____	4
				22

Area II—Major

66 Quarter Hours

Accounting Major

ACC 010	Internship	_____	_____	0
ACC 112	Principles of Accounting II	_____	_____	4
ACC 213	Principles of Accounting III	_____	_____	4
ACC 214	Principles of Cost Accounting	_____	_____	4
ACC 216	Intermediate Accounting I	_____	_____	4
ACC 217	Intermediate Accounting II	_____	_____	4
ACC 219	Federal Taxation	_____	_____	4
DPG 180	Automation Fundamentals	_____	_____	4
MAT 192	College Mathematics Advanced	_____	_____	4
MCH 162	Business Machines II	_____	_____	2
MGT 121	Introduction to Business	_____	_____	4
MGT 122	Principles of Management	_____	_____	4
MGT 124	Business Law I	_____	_____	4
MGT 125	Business Law II	_____	_____	4
MGT 227	Credits & Collections	_____	_____	4
Free Electives				4
_____				4
_____				4
_____				66

Broadcast Management Major

ACC 112	Principles of Accounting II	_____	_____	4
BRD 050	Internship, WJCR	_____	_____	0
BRD 150	Introduction to Broadcasting	_____	_____	4
BRD 156	Fundamentals of Broadcast Announcing I	_____	_____	4
BRD 157	Fundamentals of Broadcast Announcing II	_____	_____	4
BRD 251	Radio & TV Station Operation	_____	_____	4
BRD 253	Studio Productions	_____	_____	4
BRD 254	Communications Law	_____	_____	4
BRD 255	Government Regulations of Broadcasting	_____	_____	4
BRD 257	Advertising, Media	_____	_____	4
COM 135	Effective Speaking I	_____	_____	4
COM 136	Effective Speaking II	_____	_____	4
MGT 121	Introduction to Business	_____	_____	4

Broadcast Management Major (Continued)

Course Numbers	Course	Date Completed	Grade	Quarter Hours
MGT 223	Sales Management	_____	_____	4
MGT 224	Advertising Management	_____	_____	4
Free Electives				
_____	_____	_____	_____	2
_____	_____	_____	_____	4
_____	_____	_____	_____	4
				66

Data Processing Major

ACC 112	Principles of Accounting II	_____	_____	4
DPG 080	Internship	_____	_____	0
DPG 181	Key Punch I	_____	_____	2
DPG 183	Business Data Processing	_____	_____	4
DPG 184	Automated Data Processing	_____	_____	4
DPG 185	Computer Concepts	_____	_____	4
DPG 188	Computer Programming I (RPG)	_____	_____	4
DPG 282	Disk Systems Applications	_____	_____	4
DPG 284	Computer Programming II (COBOL)	_____	_____	4
DPG 285	Computer Programming III (Advanced COBOL)	_____	_____	4
DPG 286	Computer Programming IV (FORTRAN)	_____	_____	4
DPG 287	Systems and Procedures	_____	_____	4
MAT 192	College Mathematics—Advanced	_____	_____	4
MGT 121	Introduction to Business	_____	_____	4
MGT 122	Principles of Management	_____	_____	4
Free Electives				
_____	_____	_____	_____	4
_____	_____	_____	_____	4
_____	_____	_____	_____	4
				66

Management Major

ACC 112	Principles of Accounting II	_____	_____	4
ACC 213	Principles of Accounting III	_____	_____	4
ACC 219	Federal Taxation	_____	_____	4
DPG 180	Automation Fundamentals	_____	_____	4
MAT 192	College Mathematics—Advanced	_____	_____	4
MGT 020	Internship	_____	_____	0
MGT 121	Introduction to Business	_____	_____	4
MGT 122	Principles of Management	_____	_____	4
MGT 124	Business Law I	_____	_____	4
MGT 125	Business Law II	_____	_____	4
MGT 221	Office Management	_____	_____	4
MGT 222	Insurance Management	_____	_____	4
MGT 223	Sales Management	_____	_____	4

Management Major (Continued)

Course Numbers	Course	Date Completed	Grade	Quarter Hours
MGT 224	Advertising Management	_____	_____	4
MGT 227	Credits and Collections	_____	_____	4
Free Electives				2
_____	_____	_____	_____	4
_____	_____	_____	_____	4
				66

Secretarial Science Major

MCH 162	Business Machines II	_____	_____	2
MGT 121	Introduction to Business	_____	_____	4
MGT 124	Business Law I	_____	_____	4
MGT 125	Business Law II	_____	_____	4
SEC 070	Internship	_____	_____	0
SEC 171	Shorthand I	_____	_____	6
SEC 173	Typewriting II	_____	_____	4
SEC 175	Filing and Indexing	_____	_____	2
SEC 270	Typewriting III	_____	_____	2
SEC 271	Typewriting IV	_____	_____	2
SEC 272	Shorthand II	_____	_____	6
SEC 273	Shorthand III	_____	_____	6
SEC 274	Shorthand IV	_____	_____	6
SEC 277	Secretarial Science	_____	_____	4
SEC 280	Machine Transcription	_____	_____	2
Free Electives				4
_____	_____	_____	_____	4
_____	_____	_____	_____	4
				66

Emphasis may be placed in areas of automation, legal or medical secretarial studies by selecting specialized electives when offered.

Free electives in all majors may be selected subject to the approval of the Dean, from any of the courses in the 100 and 200 levels listed in the descriptions of courses beginning on Page 55.



ARLINGTON CAMPUS

Area III—General Studies

20 Hours

In the Associate in Science degree program a minimum of 28 quarter hour credits are required in the area of general studies or liberal arts. In addition to the eight credit hours of general education included in Area I, select 20 hours from the following:

COMMUNICATIONS

- COM 135 Speaking I, Effective
- COM 136 Speaking II, Effective
- COM 231 English Composition I
- COM 232 English Composition II
- COM 233 Report Writing
- COM 235 Literature, Introduction to
- SPN 131 Spanish I
- SPN 132 Spanish II
- FRN 131 French I
- FRN 132 French II

MATHEMATICS

- MAT 291 Algebra

SCIENCE

- SCI 291 Biology, Flora
- SCI 292 Biology, Fauna
- SCI 295 Anatomy & Physiology

SOCIAL SCIENCE

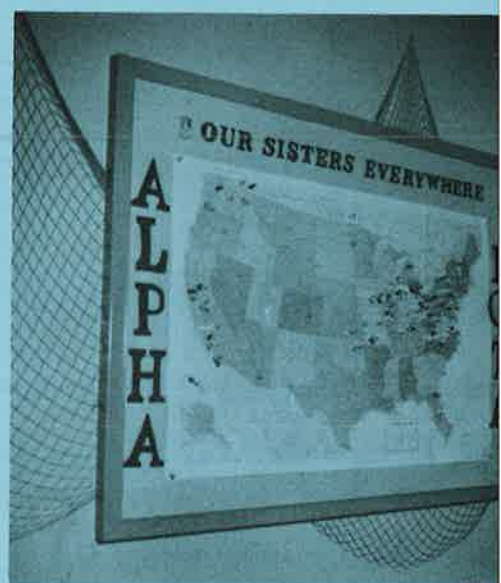
- ECN 242 Economics II, Principles of
- ECN 243 Economics II, Principles of
- HIS 242 History, Modern
- HIS 244 Political Science
- HUM 240 Music, Contemporary
- HUM 241 Humanities I
- HUM 242 Humanities II
- PSY 240 Psychology, General
- PSY 242 Psychology, Child
- SOC 245 Sociology, Introduction to
- SOC 246 Family, The

Course Numbers	Course	Date Completed	Grade	Quarter Hours
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

Other general education courses may be approved by the Dean of the College.



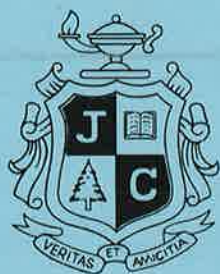
ARLINGTON CAMPUS





ARLINGTON CAMPUS SCENES







**DESCRIPTION
OF
COURSES**



DESCRIPTION OF COURSES

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		Page
ACC 010	Accounting Internship	60
ACC 011	Accounting Principles, Introductory	60
ACC 111	Accounting I, Principles of	60
ACC 112	Accounting II, Principles of	61
ACC 213	Accounting III, Principles of	61
ACC 214	Accounting, Principles of Cost	61
ACC 216	Accounting, Intermediate I	61
ACC 217	Accounting, Intermediate II	61
ACC 315	Accounting, Cost, Advanced	62
ACC 411	Accounting, Governmental	62
ACC 415	Accounting, Advanced	62
ACC 419	Accounting, Senior Research	62
MGT 224	Advertising Management	77
BRD 257	Advertising, Media	65
MKG 124	Advertising, Principles of	80
MAT 291	Algebra	81
MAT 091	Algebra, Basic	81
SCI 295	Anatomy and Physiology	82
APY 241	Anthropology, Cultural	84
ACC 417	Auditing	62
DPG 180	Automation Fundamentals	73
ATM 121-292	Autotutor	63
SCI 291	Biology, Flora	82
SCI 292	Biology, Fauna	82
BRD 050	Broadcasting, Internship	64
BRD 150	Broadcasting, Introduction to	64
BRD 156	Broadcast Announcing I, Fundamentals of	64
BRD 157	Broadcast Announcing II, Fundamentals of	64
BRD 255	Broadcasting, Government Regulations of ..	65
BRD 353	Broadcast Laboratory, Junior	65
BRD 355	Broadcasting and Education	66
BRD 450	Broadcasting, Current Issues and Problems in ..	66
BRD 453	Broadcast Laboratory, Senior	66
BRD 455	Broadcasting, Senior Research	66
MGT 121	Business, Introduction to	76
MGT 124	Business Law I	77
MGT 125	Business Law II	77
MCH 060	Business Machines, Introductory	67
MCH 161	Business Machines I	67
MCH 162	Business Machines II	67

DESCRIPTION OF COURSES (Continued)		Page
MGT 423	Business Policy and Administration	79
COM 131	Communications I	68
COM 132	Communications II	68
BRD 254	Communications Law	65
SOC 447	Community Service	88
DPG 185	Computer Concepts	74
DPG 188	Computer Programming I (RPG)	75
DPG 284	Computer Programming II (COBOL)	75
DPG 285	Computer Programming III (Advanced COBOL)	75
DPG 286	Computer Programming IV (FORTRAN)	75
MKG 228	Consumer Behavior	80
ACC 418	CPA Problems	62
MGT 227	Credits and Collections	78
DPG 080	Data Processing, Internship	73
DPG 183	Data Processing, Business	74
DPG 184	Data Processing, Automated	74
DPG 483	Data Processing, Business Advanced	76
DPG 485	Data Processing, Senior Research	76
COM 339	Discussion and Conference Techniques	72
COM 237	Drama, Introduction to	71
ECN 240	Economic History	85
ECN 241	Economics I, Principles of	85
ECN 242	Economics II, Principles of	85
ECN 243	Economics III, Principles of	85
ECN 343	Economics, Labor	85
ECN 440	Economics, International	85
COM 135	Effective Speaking I	72
COM 136	Effective Speaking II	72
COM 030	English	68
COM 031	English Mechanics, Introductory	68
COM 130	English Mechanics	68
COM 133	English, Business	68
COM 231	English Composition I	69
COM 232	English Composition II	69
HUM 445	Ethics	87
SOC 246	Family, The	88
ACC 219	Federal Taxation	61
COM 239	Fiction, Introduction to	71
SEC 175	Filing and Indexing	84
ECN 442	Financial Management	86
ECN 141	Finance, Personal	85
FRN 131	French I	70
FRN 132	French II	70

DESCRIPTION OF COURSES (Continued)**Page**

GPY 244	Geography, Cultural	86
HIS 241	History, American	86
HIS 242	History, Modern	86
COM 430	Honors Seminar	71
PSY 345	Human Relations	88
HUM 241	Humanities I	87
HUM 242	Humanities II	87
MKG 020	Internship	80
ECN 347	Investments	85
COM 336	Journalism	70
DPG 181	Keypunch I	73
DPG 182	Keypunch II	74
MGT 421	Labor Relations and Collective Bargaining	78
SEC 278	Legal Secretarial Procedures	84
SEC 275	Legal Shorthand	82
COM 235	Literature, Introduction to	71
COM 236	Literature, Twentieth Century	71
HUM 447	Logic	87
MGT 010	Management Internship	76
MGT 122	Management, Principles of	76
MGT 221	Management, Office	77
MGT 222	Management, Insurance	77
MGT 223	Management, Sales	77
MKG 329	Management, Marketing	80
MGT 321	Management, Personnel	78
MKG 326	Management, Retailing	80
MGT 425	Management, Senior Research	80
MKG 420	Marketing Management Problems	80
BRD 351	Market and Program Research	65
MKG 225	Marketing, Principles of	80
MAT 090	Mathematics, Basic	81
MAT 191	Mathematics, College	81
MAT 192	Mathematics, College Advanced	81
MAT 491	Mathematical Analysis	81
SEC 279	Medical Secretarial Procedures	84
SEC 276	Medical Shorthand	83
ECN 344	Money and Banking	85
HUM 240	Music, Contemporary	86
COM 331	Novel, American	71
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HUM 343	Philosophy	87
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IBM 8" FLOPPY DISK DRIVE

IBM 8" FLOPPY DISK DRIVE

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ARLINGTON CAMPUS

ACC 315 ADVANCED COST ACCOUNTING 4 Quarter Hours
Application of cost accounting principles to manufacturing enterprises and problems concerning material, labor, and manufacturing overhead expense; plant layout and organization; factory ledger controls; process costing; job order costing; standard costs; and cost problems of specific industries. Prerequisite: ACC 213

FEDERAL TAXATION

ACC 319 ADVANCED 4 Quarter Hours
An advanced study of the principles of federal taxation applied to corporations, estates, and trusts. Prerequisite: ACC 219

ACC 411 GOVERNMENTAL ACCOUNTING 2 Quarter Hours
Application of accounting within governmental organization, including fund allocations, disbursements, legal requirements, etc. Prerequisite: ACC 217

ACC 415 ADVANCED ACCOUNTING 4 Quarter Hours
Complex accounting theory and practice is developed in the areas of partnership accounting, installment sales, consignments, receivership accounting, consolidations, fiduciary accounting, and other subjects. Prerequisite: ACC 217

ACC 417 AUDITING 4 Quarter Hours
Nature of audit evidence; basic audit techniques; audit practices and procedures; professional ethics; audit reports.

ACC 418 CPA PROBLEMS 4 Quarter Hours
This course provides the student with a general review of accounting theory and practice.

ACCOUNTING

ACC 419 SENIOR RESEARCH 2 Quarter Hours
Senior students will undertake an original investigation of a problem in business administration under the guidance of their faculty adviser and department chairman. Includes typed report which will be cataloged into the library. Prerequisite: Senior standing





ARLINGTON CAMPUS

AUTOTUTOR TEACHING MACHINE COURSES

A number of courses prepared for the "Autotutor" electronic teaching machines are available. Although teaching machine programs are generally designed to be offered without the direct supervision of an instructor, it is the policy of the college to provide the assistance of an instructor at all times. A maximum of eight hours credit may be earned through the teaching machine program. The following 2 quarter hour courses are offered as additional electives:

ATM 121 Effective Decision Making	ATM 191 Mathematics Introduction & Slide Rule
ATM 122 Effective Organization Practices	ATM 192 Slide Rule Fundamentals Part I
ATM 123 Effective Planning	ATM 193 Slide Rule Fundamentals Part II
ATM 124 Effective Delegation Practices	ATM 194 Introduction to Algebra
ATM 125 Effective Managerial Control	ATM 195 Basic Statistics
ATM 181 Introduction to Computer Mathematics	ATM 196 Elementary Electronics
ATM 182 Introduction to Computer Programming	ATM 197 Sets and Set Symbols
ATM 183 Computer Programming Techniques	ATM 198 Bases I
ATM 184 Advanced Programming Techniques	ATM 199 Bases II
ATM 185 Business & Scientific Programming	ATM 290 Properties of Whole Numbers - Volume I
	ATM 291 Properties of Whole Numbers - Volume II
	ATM 292 Modular Arithmetic

BROADCASTING

BRD 050

INTERNSHIP

Non-Credit

The student is assigned to production duties in the student laboratory stations, WJCR, or WFAM, educational FM under the supervision and valuation of a faculty adviser. Three terms (two hours weekly) are required for the AS degree. An additional three terms are required in the BS program. Upon written request, the Dean may approve responsible work in an off-campus position in broadcasting.

INTRODUCTION TO BROADCASTING

BRD 150

4 Quarter Hours

This course is designed to familiarize the beginning student with the broadcast industry and to introduce the student to the technical aspects of broadcasting, including the various broadcast services; AM, FM, TV, ETV, ITV, CATV, etc. A survey of the technical equipment used in broadcasting operations is included in a laboratory section. This course is a prerequisite for all other broadcasting courses.

FUNDAMENTALS OF BROADCAST ANNOUNCING I

BRD 156

4 Quarter Hours

A study of the importance and influence of the announcer. Emphasis is placed on developing an understanding of the process of oral-aural communications and in giving the student experience in relating his speech to radio-television announcing. The course is supplemented by actual experience on tape recorders in the laboratory.

FUNDAMENTALS OF BROADCAST ANNOUNCING II

BRD 157

4 Quarter Hours

A continuation of Broadcast Announcing I. Emphasis is placed on newscasts, commercial copy, and dramatic readings. More extensive use of tape recorders in the laboratory is required. Prerequisite BRD 156.

RADIO AND TV STATION OPERATION

BRD 251

4 Quarter Hours

A study of the organization of broadcast stations, looking at the problems related to planning and operation. Course is designed to help the student develop an understanding of the economic factors affecting broadcasters and taste and skill in program planning and production.

BRD 253 STUDIO PRODUCTIONS 4 Quarter Hours

Objective is to give the student creative working experiences that are essential to the production of programs. Heavy emphasis is placed on laboratory work in various areas of radio production.

BRD 254 COMMUNICATIONS LAW 4 Quarter Hours

A study of the laws and governmental regulations relating to radio and television broadcasting. Course includes a study of the various congressional acts regarding broadcasting. The powers and duties of the Federal Communications Commission are discussed in addition to the laws of libel and slander. The student is prepared for the Third Class Radiotelephone License examination with Broadcast Endorsement which is given by the FCC.

GOVERNMENT REGULATIONS

BRD 255 OF BROADCASTING 4 Quarter Hours

A continuation of Communications Law. Further development of an understanding of the power and limitations of the FCC and other agencies concerned with broadcasting. Actual FCC decisions are discussed and analyzed. Course describes procedures for obtaining and keeping broadcast licenses. Prerequisite BRD 254.

BRD 257 ADVERTISING II, MEDIA 4 Quarter Hours

A study of the economics, standards, and ethics of commercial copywriting. Extensive laboratory work in the preparation and presentation of commercial broadcast copy. Prerequisite MGT 224, and Junior Standing.

MARKET AND

BRD 351 PROGRAM RESEARCH 4 Quarter Hours

A study of audience survey techniques such as Pulse and ARB. Students actually perform audience surveys, study the many forms of radio station programming, and actually create a new radio station from the information learned. Prerequisite Junior Standing.

BRD 353 BROADCAST LABORATORY 2 Quarter Hours

An independent production course in which the student has an opportunity to use his ability in a learning situation. Projects consist of production assignments agreed upon by the student and a faculty adviser. Prerequisite BRD 253, Junior Standing, Consent of instructor.

**BROADCASTING AND
EDUCATION**

BRD 355

4 Quarter Hours

An in-depth study of the history of educational broadcasting, development of current organizations and the outlook for the future. Background information is gained for use on WFAM, Jones College Educational FM. Prerequisite Junior Standing and Consent of Instructor.

CURRENT ISSUES AND PROBLEMS

BRD 450

IN BROADCASTING

4 Quarter Hours

A Senior seminar in those issues and problems that face broadcasters today. A study of current decision-making problems that confront broadcasters every day. Prerequisite Senior standing.

BRD 453

BROADCAST LABORATORY

2 Quarter Hours

Same as BRD 353, only for senior students. Projects for seniors would necessarily be more involved. Prerequisite BRD 253, Senior Standing, Consent of Instructor.

BROADCAST

BRD 455

SENIOR RESEARCH

2 Quarter Hours

Senior students will undertake an original investigation of a problem in broadcast administration under the guidance of their faculty adviser and department chairman. Includes typed paper which will be cataloged in the library. Prerequisite Senior Standing.



ARLINGTON CAMPUS

COM 231 ENGLISH COMPOSITION I 4 Quarter Hours

A comprehensive course which embodies the fundamentals of effective expression, with emphasis on expository writing, logical and imaginative thinking, and reading for understanding and appreciation. Prerequisites: COM 131 and COM 132

COM 232 ENGLISH COMPOSITION II 4 Quarter Hours

A continuation of Composition I: the development of rhetorical principles for effective communication based on the nature of language. Expository writing on topics derived from class readings, including a paper with a formal bibliography. Prerequisite: COM 231

COM 233 REPORT WRITING 4 Quarter Hours

The object of the course is to make the student thoroughly competent to write or analyze a detailed and comprehensive report. Selected reports from government and business will be analyzed daily. The student will learn to recognize his strengths, weaknesses, means of persuasion, and methods of illustration. Whenever possible, the executive decisions based on these reports and the results of these decisions will be analyzed to determine the final value of the report. In addition, the student will write both formal and informal reports including one comprehensive report as a term project. Prerequisite: COM 231



ARLINGTON CAMPUS

LITERATURE

COM 235 INTRODUCTION TO LITERATURE 4 Quarter Hours

This course is designed to introduce the student to the four basic literary forms of the play, the novel, the short story, and the poem. Emphasis may be placed on a structural analysis of one or more of the forms. Selected works will be based around a central theme.

TWENTIETH CENTURY

COM 236 LITERATURE 4 Quarter Hours

This course is designed to acquaint the student with current thought and trends as reflected in the writings of our time and may include American, British, and European writers. The focus of the course will be on the development of one or more major themes. Materials will be selected by the instructor.

COM 237 INTRODUCTION TO DRAMA 4 Quarter Hours

The object of the course is to provide a sound foundation for further readings in the genre. Works studied will include plays from all the major periods, with special emphasis on the Renaissance, Restoration, and Modern periods.

COM 238 INTRODUCTION TO POETRY 4 Quarter Hours

The object of the course is to provide a sound foundation for further readings in the genre. Works studied will include poems both English and American from the Renaissance to the Modern with special emphasis on the Renaissance, Romantic, and Modern periods.

COM 239 INTRODUCTION TO FICTION 4 Quarter Hours

The object of the course is to provide a sound foundation for further readings in the genre. Works studied will include novels and stories from all the major periods, with special emphasis on the Nineteenth Century (English, American, Russian, and French).

COM 331 AMERICAN NOVEL 4 Quarter Hours

The course will focus on the growth and development of the American Novel and will include selections from Hawthorne, Melville, Howells, Crane, James, Faulkner, Hemmingway, Fitzgerald, Dreiser, Wolfe, Barth, Bellows, and Mailer.

COM 430 HONORS SEMINAR 4 Quarter Hours

The content of this seminar is selected by the instructor.

READING

RED 030

READING

Non-Credit

An introductory diagnostic course to correct reading problems and improve comprehension.

RED 031

READING DEVELOPMENT

Non-Credit

The reading development course is designed to improved rate, comprehension, vocabulary, word meaning, and paragraph comprehension. Modern scientific projection equipment used in the classroom includes the Tech-X, Controlled Reader, and a large number of Reading Accelerators. The achievement of the class is measured by Iowa Silent Reading tests at the beginning and end of course.



SOUTHWEST CAMPUS

SPEECH

COM 135

EFFECTIVE SPEAKING I

4 Quarter Hours

The aim of the course is to develop the ability to speak clearly and effectively before an audience; to develop in the student the ability to think and express ideas effectively; and to plan, compose, and deliver speeches and talks of various kinds.

COM 136

EFFECTIVE SPEAKING II

4 Quarter Hours

Continuation of Effective Speaking I plus the study of voice production and the phonetic production of sound. Prerequisite: COM 135

DISCUSSION AND

COM 339

CONFERENCE TECHNIQUES

4 Quarter Hours

This course will cover methods and techniques in modern discussion: interview, panel, symposium, round table. Critical thinking, evidence, and reasoning are studied.

DATA PROCESSING

DPG 080

INTERNSHIP

Non-Credit

A responsible on or off campus assignment of the graduating student in the data processing major under the supervision and evaluation of a faculty adviser. Required for graduation in both the AS and BS programs.

DPG 180

AUTOMATION FUNDAMENTALS 4 Quarter Hours

Automation Fundamentals is a course designed to provide orientation in the field of automation. The course provides information essential to the understanding of what automation is, how it functions, its advantages and limitations, and its significance in business administration.

DPG 181

KEYPUNCH I

2 Quarter Hours

This course covers fundamentals of keyboard input devices including instruction and exercises on 24, 26, and 56 card punch machines, and 29 and 59 verifiers. Accuracy and speed using the touch system are stressed. The student is instructed in the punching of program cards for keypunch machines. Prerequisite: SEC 173 or typing speed of 45 wpm.



ARLINGTON CAMPUS

DPG 182**KEYPUNCH II****2 Quarter Hours**

Advanced keyboard exercises on keypunch and verifier plus practical applications of payroll and sales analysis are designed to develop a high degree of keyboard proficiency. The punching of program cards is reviewed and applied more fully. Prerequisite: DPG 181 (may be taken concurrently).

DPG 183**BUSINESS DATA PROCESSING 4 Quarter Hours**

Business Data Processing is a course designed to provide scientific orientation. It not only provides the student with understanding of what automation is and how it functions but introduces the student to such primary knowledge as base number conversions, coding, program theory and basic operating techniques.

DPG 184**AUTOMATED DATA PROCESSING 4 Quarter Hours**

An orientation to data processing followed by complete coverage of the IBM Key punch, Sorter, Reproducer, Interpreter, Collator, and Accounting Machine, as well as introduction to the computer. Course includes system and analyzation, programming, and control panel wiring. The student learns to apply the capabilities of these machines to problems of billing, invoicing, accounting reports, and payroll preparation. Prerequisite: ACC 111 and DPG 181

DPG 185**COMPUTER CONCEPTS****4 Quarter Hours**

A comprehensive insight into the history of computer and data processing covering the computer number systems and logic; the computer hardware as related to the central processing unit, the input/output devices and the auxillary memory devices as they relate to the IBM System Three computer and similar computing systems. Prerequisite: MAT 192



COMPUTER PROGRAMMING I

DPG 188 (RPG) **4 Quarter Hours**

A basic course that provides a foundation for detailed study of EDP systems, illustrates development of computer systems, manual methods to internally-stored program systems and covers the characteristics of electronic digital computers, computer programming, and the problems of information processing. A popular basic language, RPG (Report Program Generator), is learned and applied in this course. Prerequisite: DPG 183

DPG 282 **DISK SYSTEM APPLICATIONS** **4 Quarter Hours**

Applications of RPG to business systems design and maintenance; design of disc file maintenance programs; introduction to business systems analysis. Prerequisite: DPG 188

COMPUTER PROGRAMMING II

DPG 284 (COBOL) **4 Quarter Hours**

A course in electronic digital computer programming to achieve technological proficiency in information processing techniques and aid in the planning of data processing solutions. The widely used programming language, COBOL (Common Business Oriented Language), is learned and applied. The student will be able to read and write COBOL programs with a high degree of comprehension.

COMPUTER PROGRAMMING III

DPG 285 (ADVANCED COBOL) **4 Quarter Hours**

A continuation of COBOL language with emphasis on advanced programming techniques and applications. Prerequisite: DPG 284

COMPUTER PROGRAMMING IV

DPG 286 (FORTRAN) **4 Quarter Hours**

The study of the computer language, FORTRAN. Students will learn to read, write, and apply FORTRAN programs in the compilation and management of business data.

DPG 287 **SYSTEMS AND PROCEDURES** **4 Quarter Hours**

Encompasses the effective use of data processing equipment and management science; includes analysis of model systems taken from business and industry. The course will guide the student through the evolution of a system and analysis of the present flow of information, the specifications, selection and implementation of information processing systems.

MANAGEMENT

DPG 388 **INFORMATION SYSTEMS** **4 Quarter Hours**

This course will cover the enormous design and economic problems that arise when incorporating a management system on existing hardware. A thorough knowledge of systems languages, hardware availability and business management is needed for this course. Prerequisite: Junior standing

DPG 482 **OPERATING SYSTEMS** **2 Quarter Hours**

Task scheduling; file management; file security; communication between system components, system logs, and accounting and status reporting. Prerequisite: DPG 388

BUSINESS

DPG 483 **DATA PROCESSING, ADVANCED** **4 Quarter Hours**

The use of high-speed electronic computers for business data processing; applications in accounting, payroll, inventory control, and production control; file organization, development, and control; on-line systems and controls. Prerequisite: DPG 388

DATA PROCESSING

DPG 485 **SENIOR RESEARCH** **2 Quarter Hours**

Senior students will undertake an original investigation of a problem in business administration under the guidance of their faculty adviser and department chairman. Includes typed report which will be cataloged into the library. Prerequisite: Senior standing

MANAGEMENT

MGT 020 **INTERNSHIP** **Non-Credit**

A responsible on or off campus assignment of the graduating student in the business management major under the supervision and evaluating of a faculty adviser. Required for graduation in both the AS and BS programs.

MGT 121 **INTRODUCTION TO BUSINESS** **4 Quarter Hours**

This is a study of all the activities in the field of business: ownership, organization, marketing, physical factors, purchasing, production, personnel, finance, quantitative control and government techniques.

MGT 122 **PRINCIPLES OF MANAGEMENT** **4 Quarter Hours**

The latest major approaches and techniques of management are studied in the areas of planning, systems management, new organizational concepts, computer influence, controlling and quantitative measurement.

BUSINESS LAW I

MGT 124 (Commercial Law) **4 Quarter Hours**

A study of the development of American Law and Procedure. Covers information, operation, and completion of contracts. This course also covers a study of negotiable instruments and sales law using Uniform Commercial Code. This course will implement both the textual and case study methods.

BUSINESS LAW II

MGT 125 (Business Associations) **4 Quarter Hours**

This course covers the law of basic business associations including agencies, partnerships, and corporations. This course will include a discussion of franchise and relevant property concepts.

MGT 221 OFFICE MANAGEMENT **4 Quarter Hours**

Teaches interrelationship of office functions, services, facilities; office communications problem solving; evaluation criteria for business machines and DP systems; successful human relations in office administration.

MGT 222 INSURANCE MANAGEMENT **4 Quarter Hours**

Principles and their economic inter-relationships that are basic to sound risk management for an individual and for a company are emphasized.

MGT 223 SALES MANAGEMENT **4 Quarter Hours**

Study of effective techniques used to supplement and coordinate advertising and personal selling.

MGT 224 ADVERTISING MANAGEMENT **4 Quarter Hours**

A study of the fundamentals involved in the construction, technique, and use of managing advertising from the standpoint of the producer, retailer, and consumer. It provides a scholarly and up-to-date treatment of the economic and social aspects of the subject as well as a practical application of the techniques of advertising management to specific advertisements and campaigns.

MGT 225 REAL ESTATE I **4 Quarter Hours**

A broad national treatment of real estate principles and the legal forms used in real estate transaction. (Elective)

MGT 226 REAL ESTATE II **4 Quarter Hours**

A continuation of Real Estate I including an analysis of new trends that are affecting the real estate market. (Elective) Prerequisite: MGT 225

MGT 227 CREDITS AND COLLECTIONS 4 Quarter Hours

The purpose of this course is to familiarize the student with the operation conducted in the credit department of a business. The analysis of the financial statement, interpretation of credit data, collection methods and procedure, and other modern credit problems are covered by discussion and illustrated by cases.

MGT 228 REAL ESTATE LAW 4 Quarter Hours

An advanced study of the governmental regulation of real estate with an analysis of local, state, and federal legislation. Course includes an introduction to community planning and land use planning. (Elective)

MGT 321 PERSONNEL MANAGEMENT 4 Quarter Hours

The instructor presents a realistic study of the principles and practices toward personnel management, major factors in personnel problems and labor relations, and the organization of personnel work. Attention is also turned toward the task of procuring, developing, maintaining, and using an effective working team.

LABOR RELATIONS

MGT 421 AND COLLECTIVE BARGAINING 4 Quarter Hours

A study of the history, principles, and laws on the local, state, and federal levels that affect labor relations and employer-employee relations; unionism and collective bargaining.

**BUSINESS POLICY
AND ADMINISTRATION**

MGT 423

4 Quarter Hours

Development of administrative organization. Analysis and discussion of problems confronted by management in daily operations. Determination of policies for the integration of a business enterprise. Case studies. Prerequisite: Senior standing, MGT 122

**MANAGEMENT
SENIOR RESEARCH**

MGT 425

2 Quarter Hours

Senior students will undertake an original investigation of a problem in marketing under the guidance of their faculty adviser and department chairman. Includes typed report. Prerequisite: Senior standing.



SOUTHWEST CAMPUS

MARKETING

MKG 020

INTERNSHIP

Non-Credit

A responsible on or off campus assignment of the graduating student in the marketing major under the supervision and evaluating of a faculty adviser. Required for graduation in both the AS and BS programs.

MKG 123

PRINCIPLES OF SALESMANSHIP 4 Quarter Hours

Principles of selling. Students develop skill through delivery of prepared and extemporaneous sales presentations.

MKG 124

PRINCIPLES OF ADVERTISING 4 Quarter Hours

A study of the principles and institutions involved in mass selling techniques.

MKG 225

PRINCIPLES OF MARKETING 4 Quarter Hours

The course deals with the distribution of goods from producer to consumer and covers such topics as characteristics of markets for consumer goods and industrial goods, marketing functions and the organizations that perform them, marketing methods and techniques, price policies, and the cost of marketing.

MKG 228

CONSUMER BEHAVIOR 4 Quarter Hours

Survey of theories of consumer market behavior and producer reactions. Analysis of consumer motivation, buying behavior and market adjustment. Behavior aspects of the marketing process from producer to ultimate consumer. Prerequisite: MKG 225

MKG 326

RETAILING MANAGEMENT 4 Quarter Hours

A survey course concerned with the development and application of the more significant concepts relating to retail organization, merchandising, pricing, buying, promotion, and control. Prerequisite: MKG 225

MKG 329

MARKETING MANAGEMENT 4 Quarter Hours

Managerial approach to marketing function of product development, promotion, pricing, physical distribution, marketing strategy. Prerequisite: MKG 225

MARKETING MANAGEMENT

MKG 420

PROBLEMS 4 Quarter Hours

Problems in all phases of marketing analyzed. Emphasis on decision-making. Case studies. Prerequisite: MKG 329

MKG 425

MARKETING SENIOR RESEACH 2 Quarter Hours

Senior students will undertake an original investigation of a problem in marketing under the guidance of their faculty adviser and department chairman. Includes typed report which will be cataloged into the library. Prerequisite: Senior standing.

MATHEMATICS

MAT 090 **BASIC MATHEMATICS** **Non-Credit**

A review of the basic principles of arithmetic and mathematics. Students not satisfying the college entrance requirements in mathematics must take this course.

MAT 091 **BASIC ALGEBRA** **Non-Credit**

An introduction to elementary algebra.

MAT 191 **COLLEGE MATHEMATICS** **4 Quarter Hours**

A study of a wide range of fundamental quantitative decision procedures as applied to problems in business administration.

MAT 192 **COLLEGE MATHEMATICS,
ADVANCED** **4 Quarter Hours**

Continuation of MAT 191, which is a prerequisite.

MAT 291 **ALGEBRA** **4 Quarter Hours**

Selected topics from algebra especially for accounting, data processing, and management majors, including among others, polynomials, rational functions, logarithmic and exponential functions, arithmetic and geometric progressions. Solution of equations and inequalities.

MAT 391 **STATISTICS I** **4 Quarter Hours**

The objectives of the course are to acquaint the student with probability and its application to statistical theory. The student will gain an understanding of the kinds of regularity that exist even among seemingly random fluctuations and experience in associating, developing, and using mathematical models to interpret physical phenomena and predict the outcome of experiments related to practical business problems. Prerequisite: MAT 291

MAT 392 **STATISTICS II** **4 Quarter Hours**

Course will include discussion of simulation and gaming theory and the use of EDP systems in this area. There will be practical experience in the statistical solution to business problems through the use of computers. Methods of organizing and presenting data with interpretations of statistics is emphasized. Prerequisite: MAT 391

MAT 491 **MATHEMATICAL ANALYSIS** **4 Quarter Hours**

A course which integrates the basic concepts of algebra, trigonometry, and analytic geometry. An elective course for accounting, data processing, and management majors seeking a more developed mathematical foundation for their careers. Prerequisite: MAT 291

SEC 276 **MEDICAL SHORTHAND** **4 Quarter Hours**

Emphasis is on learning correct outlines and their usage by dictation class discussion. Prerequisite: SEC 273

TYPEWRITING

SEC 172 **TYPING I** **4 Quarter Hours**

Covers complete keyboard, posture, parts of the typewriter and their proper use. Emphasis is on the development of touch techniques and the formulation of correct typewriting habits. Required for all majors.

SEC 173 **TYPING II** **4 Quarter Hours**

Arrangement of business letters, envelopes and tabulation problems. Erasing and carbon copies introduced. Emphasis is on accuracy in production work. Drills designed to build speed and accuracy. Prerequisite: SEC 172

SEC 270 **TYPING III** **2 Quarter Hours**

Advanced typing and speed building. Emphasis is placed on letter styles, manuscripts, advanced tabulations, professional, business and government papers and documents. Speed level requirement is 55 wpm. Two hours laboratory class is used to develop speed. Prerequisite: SEC 173

SEC 271 **TYPING IV** **2 Quarter Hours**

Emphasis is on efficient production techniques and style points. Speed building and accuracy drills given as needed. Students work on their own with either an executive, medical or legal practice set. Two hours laboratory class develops speed to 65 wpm. Prerequisite: SEC 270

SEC 280 **MACHINE TRANSCRIPTION** **2 Quarter Hours**

This course is designed to give secretarial students experience in the operation of and transcription from modern dictating equipment. Emphasis is placed upon correct methods of transcribing and the production of both quantity and quality work. Prerequisite: SEC 270

SECRETARIAL

SEC 070 **INTERNSHIP** **Non-Credit**

A responsible on or off campus assignment of the graduating student in the secretarial major under the supervision and evaluation of a faculty adviser. Required for graduation in both the AS and BS programs.

ECONOMICS

ECN 141 PERSONAL FINANCE 4 Quarter Hours

This course is designed to cover family economics including the range of financial decisions in family budgeting.

ECN 240 ECONOMIC HISTORY 4 Quarter Hours

A study of economic history from the pre-market economy with its agricultural foundation through the industrial revolution to the development of our present day market system, including a study of the philosophers of the time.

ECN 241 PRINCIPLES OF ECONOMICS I 4 Quarter Hours

Macro-Economics is a thorough study of the central issues of income and employment.

ECN 242 PRINCIPLES OF ECONOMICS II 4 Quarter Hours

Micro-Economics is a detailed study of price theory and the market system. Prerequisite: ECN 241

ECN 243 PRINCIPLES OF ECONOMICS III 4 Quarter Hours

A study of the neo-classical, Keynesian and post-Keynesian: "New Economics" and its application to growth and stability in the economic environment. Prerequisite: ECN 242

ECN 343 LABOR ECONOMICS 4 Quarter Hours

An analysis of the nature and underlying causes of the problems facing the worker in a modern economic society. Includes an examination of unions, collective bargaining, labor legislation, wages, unemployment and economic insecurity. Prerequisites: ECN 243

ECN 344 MONEY AND BANKING 4 Quarter Hours

Basic concepts of the monetary system; the commercial banking system in our economy; monetary theory and fiscal policies; expansion and stabilization of the supply of money; the Federal Reserve System. Prerequisite: ECN 241

ECN 347 INVESTMENTS 4 Quarter Hours

Study of securities and securities markets. Analysis of various categories of corporate securities, public securities and other investments. Taxes which affect investment policy. Administering the personal portfolio. Prerequisite: ECN 241 (Elective)

ECN 440 INTERNATIONAL ECONOMICS 4 Quarter Hours

A study of the fundamentals of international trade and related problems, with special reference to the implications of the international economic policies of the United States, both for the economy and for the firm. Prerequisites: ECN 243

ECN 442 FINANCIAL MANAGEMENT 4 Quarter Hours

Introduces student to the tools of financial analysis and problems of financial management, including cash, profitability, and capital budgeting. Various sources of corporate funds, including short-, intermediate-, and long-term arrangements. Prerequisite ECN 242

GEOGRAPHY

GPY 244 CULTURAL GEOGRAPHY 4 Quarter Hours

An examination of cultural geography which emphasizes the development and geographical location of the major societies of the world.

HISTORY

HIS 241 AMERICAN HISTORY 1877-1945 4 Quarter Hours

American History since 1877 is an examination of the emergence of the U.S. as a world and industrial power, including the Progressive Period, W.W.I., the Great Depression, the New Deal period, and W.W.II.

HIS 242 MODERN HISTORY 4 Quarter Hours

This course is a look at the world since 1945 including the Cold War, the recovery of Western Europe, the postwar policies of the United States, the Soviet Union and its satellites, the end of Colonialism, and the advent of competitive co-existence.

HIS 244 POLITICAL SCIENCE 4 Quarter Hours

This course introduces students to general principles and problems of modern government. It shows the place of government in the social process, the forms of government, and theories of the state. The American system is analyzed.

HUMANITIES

HUM 240 CONTEMPORARY MUSIC 4 Quarter Hours

Informed understanding and enjoyment of music is fostered by tracing the evolution of such major styles as religious music, folk music, chamber music, and popular music. The influence of jazz on modern music is emphasized.

PSY 242 **PSYCHOLOGY, CHILD** **4 Quarter Hours**

A study of the heredity and environmental factors influencing the development of the child: methods of evaluation, children's activities and language development, mental development, emotional and social adjustment including personality disorders and behavior problems. Prerequisite: Psychology 240

PSY 345 **HUMAN RELATIONS** **4 Quarter Hours**

The object of this course is to discuss the methods and findings of the behavioral sciences on the persisting human problems of administering modern organizations. Emphasis is placed on the problems of integrating the efforts of individuals and groups into effective productive work.

SOCIOLOGY

SOC 245 **INTRODUCTION TO SOCIOLOGY** **4 Quarter Hours**

A study of the human society, its cultures, social organizations, and institutions. Outside readings.

SOC 246 **THE FAMILY** **4 Quarter Hours**

The family is studied as the primary social institution in historical and contemporary American society. Special emphasis is given to the relationship of the family, sex education, legal and social factors affecting marital adjustment.

SOC 447 **COMMUNITY SERVICE** **4 Quarter Hours**

A program designed to develop in the student a feeling of community responsibility and service. A wide variety of socially useful community activities, both within the college and in the community outside the college, are approved areas for student service. A director supervises the program.





**COLLEGE
ORGANIZATION**

JACKSONVILLE CAMPUS

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Dr. Charles E. Palmer	President, Palmer College, Charleston, S.C.
Dr. Robert W. Sneden	President, Davenport College of Business Grand Rapids, Michigan
Dr. Richard H. Laube	Dean, College of Business, Valparaiso University, Valparaiso, Indiana
Eli T. Sleiman	President, Sleiman Enterprises, Inc.

ADMINISTRATION

Jack H. Jones	President of the College
Delores C. Jones	Executive Vice President
Mary F. Crump	Vice President Admissions
Ed Bell Oberle	Vice President Broadcasting
Ouida B. Metrie	Vice President Information and Development
Richard G. Salter	Vice President and Dean of the College
Susan K. Brown	Director of Financial Aid
Elizabeth M. Shults	Vice President and Registrar
James F. Garner, Jr.	Comptroller
Hubert L. Bazemore	Dean, Evening College, Arlington
Kelvin S. Carlisle	Dean, Southwest Campus
Samuel J. C. Dynes	Director of Admissions

STAFF

Frank Anderson	Assistant to the Dean, Southwest Campus
Joan Bairstow	Receptionist, Administrative Offices
Chris Branegan	Assistant Building Superintendent
Angeline Brentnell	Director of Student Placement
L. D. Carr	Security Officer
Gloria M. Clark	Typist, Registrar's Office

Marguerite Croll	Payroll Supervisor
Barbara C. Daniels	Clerk-typist, Southwest Campus
Nadine Dolley	Cashier
Mary Jo Corbeil	Veterans Counselor
Joseph Flynn	Lieutenant, Security
Richard B. Glover	Head, Data Processing Dept., Adm. Div.
Susan V. Griggs	Secretary, Southwest Campus
Lance T. Guerry	Senior Computer Operator, Data Processing Department
Eugene S. Harden	Building Superintendent
Nancy N. Hudack	Accountant
Madeline M. Jennings	Receptionist, Dean's Office
Barbara B. Kraft	Accountant
Ruth H. Lasris	Clerk-typist, Southwest Campus
Brian A. Leonard	Assistant to Head, Data Processing Dept.
Richard Marjenhoff	Sergeant, Security
Nancy M. McLaughlin	Accounts Payable Clerk
Richard A. McMullen	Assistant to the Comptroller
Dorothy Milikin	Secretary, Administrative Offices
Shirley Munn	Faculty Secretary
Carolyn B. Murphey	Receptionist, Dean's Office
David North	Head, Printing and Mailing Department
Phyllis Otto	Executive Secretary, Admissions Office
Hugh Patterson	Administrative Assistant to the Dean
Dolores Pearson	Bookstore Manager
Emily V. Perkins	Secretary, President's Office
Frances H. Porterfield	Accountant
Virginia Sisk	Librarian
Elaine Smith	Receptionist, Admissions
Robert L. Spector	Admissions Counselor
Margaret Stanfield	Executive Secretary, Dean's Office
Betty Jean Yerrington	Administrative Assistant, Registrar's Office

RESIDENCE STAFF

Nettie R. Hooker	Residence Director
Kevin Leaderer	Staff Resident Assistant
Ruby B. Long	Housemother
Robert Morris	Staff Resident Assistant
Pearl Shaw	Guest Accommodations

JONES COLLEGE, JACKSONVILLE

FACULTY

Cecil L. Allison	Social Sciences	B.S.E., Delta State College M.A., Western Carolina University
Horace W. Atkisson	Management, English	B.S., Jones College
Edward Banks	Mathematics	B. Ed., University of Miami M. Ed., University of Virginia
Frances P. Bragg	Secretarial	B.S., Georgia Southern College
Clyde W. Brown	Business Machines	A.A., B.B.S., Jones College
Rosalynde Cowdrey	English, Social Sciences	A.B., Flora MacDonald College
Carol Jean Crlttendon	Secretarial	B.S., Florida State University
Catherine J. D'Hoostelaere	English, Secretarial	B.A., Jacksonville University
George T. Delves	Management, Social Sciences	B.A., University of Florida J.D., University of Florida
Iler D. Denmark	Accounting, Management	B.B.A., Georgia State University
Morris Essock	Social Sciences	B.A., State College of Education M.E.D., Our Lady of the Lake College at San Antonio
Lualhati V. Ferro	Accounting, Mathematics, Management	B.S., Far Eastern University
Winston E. Flood	Data Processing	L.L.B., University of Philippines B.A., M.S., University of California Los Angeles
Robert B. Folsom	English	B. Ed., Keene State College Ph.D., University of Washington
J. Lawrence Fordham, C.D.P.	Data Processing	A.A., University of Florida B.B.S., Jones College
Dora B. Franks	Business Machines, English	B.S. Ed., Jacksonville University M.A.T., Jacksonville University
Jane Friedlin	Secretarial	B.S., Florida State University
Matthew C. Gambuzza	Social Sciences, Management	B.B.A., College of City of New York
Robert E. Goebel	Marketing	B.S., M.A., Central Missouri State
Daniel B. Greene	Data Processing, Management	B.S., B.A., University of Florida
Merle B. Gross	Social Sciences	B.A., Jacksonville University M.S., Florida State University
Raymond Gross	Social Sciences	B.A., M. Ed., University of Florida
William R. Gunby	Management	B.B.C., University of Florida M.B.A., Stetson University
Grant W. Gundestrup	Management, Mathematics	A.A., Napa College B.A., M.S., Brigham Young University
Vivian D. Gundestrup	Secretarial, Social Sciences	B.S., Brigham Young University
Evelyn S. Hamrick	Secretarial	B.A., Abilene Christian College B.S., Pepperdine University

George L. Harman	Mathematics	B.S., U.S. Military Academy S.M., Massachusetts Institute of Technology
Burrell K. Haskell	Management	B.S., Georgia Institute of Technology M.B.A., Harvard University J.D., Stetson University
Lewis W. Higgins	English	A.B., University of Georgia
James Hooten	Management	A.A., Mars Hill College B.S., University of North Carolina M.B.A., East Carolina University
Mary Ann Hulihan	Mathematics	B.S., University of Florida
John L. Hyman, C.D.P.	Data Processing	B.A., Jacksonville University
Albert F. Inclan	Social Sciences, Business Machines	A.S., Jones College B.A., Jacksonville University M.S., Florida State University
Porter W. Ingram	Management	A.B., J.D., Stetson University
Mike James	Broadcasting Management	A.A., St. Petersburg Jr. College B.S., University of Florida
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Gary W. Laird	Social Sciences, English	B.A.E., University of Florida M. Div., Southeastern Seminary
Sharon Laird	Social Sciences	B.A.E., Jacksonville University M.R.E., Southeastern Seminary
Harrison J. Laney	English	B.A., Birmingham Southern College M.A., University of Florida
William A. Leonard	Management	B.Ph., J.D., Emory University
David MacNamara	Management, Social Sciences	B.S., St. Joseph's College
Anthony F. Marinucci	Management	B.S., Rider College J.D., Seton Hall University
George McKnight	Management	B.A., University of Michigan J.D., Wayne State University
Carol Messier	Reading, English, Social Science	A.A.S., B.A., M.S., Queen College of City of New York
Floyd A. Miller	Mathematics, Data Processing	M.S., Eastern Illinois University
Joe R. Miracle	Secretarial	B.S., Auburn University
Milton H. Morgan	Accounting	B.S., Jacksonville University
Mac M. Mruz	Management	B.S.B.A., University of Florida

Marvin W. Olin	Management, Social Sciences	B.B.A., University of Miami
Marlin E. Padgett, C.P.A.	Accounting	B.S., B.A., Geneva College
Louis W. Parchman	Management	B.B.A., M.B.A., University of Mississippi
Ira M. Rubins	Broadcast Management	B.A., M.A., Miami University
Carlos A. Saladrigas, C.P.A.	Accounting	A.A., Dade Jr. College
Richard G. Salter, Dean	Management, Social Sciences	B.B.A., University of Miami
Henry H. Sasnett	Mathematics	A.B., University of North Carolina
Carol V. Sellers	Secretarial	Th. M., Southeastern College Seminary
M. Durwood Smith	Secretarial, Management	B.A., Elon College
Gerald E. Tucker	Management	M. Ed., University of Florida
Celeste S. Urdahl, C.P.S.	Management, Secretarial, English	B.S., Florida State University
Richard M. Van Doran	Accounting	B.S., M.S., Florida State University
Shirley T. Vessels	Secretarial	B.S.B.A., J.D., University of Akron Ohio
Richard A. Washabaugh	English	B.S., George Peabody College
Franklin Wertman, Jr.	Mathematics, Data Processing	M. Ed., Ohio University
David C. White	Physical Education	B.S.B.A., University of Florida
Wesly W. Wiggins	Social Sciences, Management	B.B.A., Georgia State University
Roger K. Wilkinson	Management	M.B.A., University of Houston
Walter H. Williams	Management	A.A., St. Petersburg Jr. College
Karel E. Yedlicka	Mathematics	B.A., M.Ed., University of Florida
Ronald F. Zuzul	Data Processing	B.A., University of Maryland
		B.S., William Corey College
		B.S., Lambuth University
		M. Ed., University of Southern Mississippi
		University
		M.C.S., Rollins College
		B.S., Brigham Young
		M.A., Hardin Simmons
		B.S., Florida State University
		B.A., Pennsylvania State University
		B.S., M. Ed., Indiana University Pennsylvania

WKTZ RADIO STATION STAFF

Edward J. Oberle	Vice President and General Manager
Lawrence Wayne Mashburn	Commercial Manager
Mary F. Wood	Executive Account

Aileen W. Schulz
Donald C. Fleming
Doyle L. Mann
Paul Arthur Prottengeier
Ronald Calvin Byrd
Lawrence F. Patrick
Dorothy D. Myers
Jayne Lennon
Geneva Rogers
Christopher J. Hall
Thomas F. Southwood

Executive Account
 Chief Engineer
 Program Director
 Announcer
 Announcer
 News Director
 Office Manager
 Traffic Director
 Secretary/Receptionist
 Assistant Chief Engineer
 Regional Sales Manager

ORLANDO CAMPUS

ADMINISTRATION AND STAFF

John W. Steinemann
John H. D. Spencer
Patricia A. Arnett
Louis B. Buckley
Margaret I. Canzoneri
Alan I. Clem
Sharon C. Cooper
Nancy Beth Hamilton
Andreaetta Jones
Palma Rennie
Thomas B. Webb
Mary M. Whatley
Carl E. Woodruff

Director
 Dean of the College
 Receptionist
 Data Processing Department
 Evening Receptionist
 Bursar
 Secretary
 Veterans Counselor
 Bookstore Supervisor
 Admissions Counselor
 Assistant to the Dean
 Administrative Asst. to the Dean
 Maintenance

FACULTY

Benny R. Abbott	Management, Social Science	B.S., Southern Illinois University M.C.S., Rollins College
Carolyn M. Arnold	Finance, Management	A.B., M.Ed., East Carolina University
Frederick R. Atterbury	Management, Finance	B.A., University of South Florida M.C.S., Rollins College
George E. Barber	Secretarial Science, Accounting	B.S., Florida Southern College M.B.A., Rollins College
James M. Barclay	Law, Finance	B.S., University of Florida J.D., Florida State University
Thomas L. Barnhardt	Communications, Social Science	B.S., University of Omaha M.B.A., Florida State University L.L.B., University of Baltimore

William E. Dell, Jr.	Data Processing, Accounting	Diploma, Prince Georges College Certificate, Temple Business College Computer Institute of America
Roy W. Eldredge	Accounting, Management	B.A., University of Florida A.B., Beloit College
Charles M. Fitzgerald	Insurance, Finance	B.G.S., M.C.S., Rollins College
Peter T. Hickey	Social Science, Mathematics	B.B.A., Iona College; M.A.T., Rollins College
Leonard T. Kozlov	Economics, Law	B.S., U.S., Naval Academy; M.C.S., Rollins College
Richard E. Long	Data Processing, Management	B.S., Carnegie-Mellon College
Roger P. McBride	Management, Banking	A.S., B.S., Jones College
Geraldine S. Maslanik	Secretarial Science, Management	B.S., N.Y. University School of Commerce
Stanley G. Salisbury	Social Science, Management	B.S., Syracuse University M.B.A., Harvard University
Edward Smith	Secretarial Science, Communications	B.A., Morehead University M.A., Stetson University
Kenneth Spears	Accounting, Tax	B.S., Rider College
Robert B. Stafford	Data Processing, Management	B.S., Virginia Polytechnic Institut
Phoebe C. Walker	Librarian	B.A., University of Minnesota

COLLEGE CALENDAR

SUMMER QUARTER 1972

Registration and Orientation	Tuesday-Monday	June 20-26*
Beginning of Summer Quarter	Tuesday	June 27
Independence Day (will celebrate on)	Monday	July 3
Labor Day	Monday	September 4
Examination Week	Monday-Thursday	September 11-14
End of Summer Quarter	Friday	September 15

FALL QUARTER 1972

Registration and Orientation	Wednesday-Tuesday	September 20-27
Beginning of Fall Quarter	Wednesday	September 27
Thanksgiving Holiday	Thursday-Friday	November 23-24
Examination Week	Monday-Thursday	December 11-14
End of Fall Quarter 1972	Friday	December 15
Christmas Vacation	Monday-Monday	December 18- January 1, 1973

WINTER QUARTER 1973

Registration and Orientation	Tuesday-Saturday	December 26-30*
New Year's Day Holiday	Monday	January 1, 1973
Beginning of Winter Quarter	Tuesday	January 2
Examination Week	Monday-Wednesday	March 19-21
End of Winter Quarter	Thursday	March 22

SPRING QUARTER 1973

Registration and Orientation	Friday-Monday	March 23-26*
Beginning of Spring Quarter	Tuesday	March 27
Easter Holiday	Friday-Monday	April 20-23
Memorial Day Holiday	Monday	May 28
Examination Week	Monday-Thursday	June 11-14
End of Spring Quarter	Friday	June 15
Graduation - Jacksonville	Saturday 2:00 p.m.	June 16
Graduation - Orlando	Saturday 8:00 p.m.	June 16

SUMMER QUARTER 1973

Registration and Orientation	Tuesday-Monday	June 19-25*
Beginning of Summer Quarter	Tuesday	June 26
Independence Day (will celebrate on)	Monday	July 2
Labor Day	Monday	September 3
Examination Week	Monday-Thursday	September 10-13
End of Summer Quarter	Friday	September 14

FALL QUARTER 1973

Registration and Orientation	Tuesday-Tuesday	September 18-25*
Beginning of Fall Quarter	Wednesday	September 26
Thanksgiving Holiday	Thursday-Friday	November 22-23
Examination Week	Monday-Thursday	December 10-13
End of Fall Quarter	Friday	December 14

*New students will be assigned a day within this period to report and notice will be sent to each.

the 1990s, the number of people in the UK who are employed in the public sector has increased from 1.5 million to 2.5 million. The public sector has become a major employer in the UK, and this has implications for the way in which the public sector is managed.

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